

L Number	Hits	Search Text	DB	Time stamp
1	3	5555496.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:45
8	6	5552994.pn. 5555496.pn. 5960412.pn. 6092054.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:49
15	8	5552994.pn. 5555496.pn. 5960412.pn. 6092054.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:49
-	48	4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:10
-	29	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:54
-	30	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base) or storage or memory)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:55
-	19	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:47
-	31	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (link\$3 or network or internet or global or communication or telephon\$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	9	((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card))) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base) or storage or memory)) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base))) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (link\$3 or network or internet or global or communication or telephon\$6))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:50

-	2936	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:55
-	850	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	184	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base)))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	675	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:59
-	445	(((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:23
-	3	5552994.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:38
-	1	5552994.pn. and (deliver\$3 or ship\$4)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:42
-	1	5552994.pn. and (deliver\$3 or ship\$4 or mail\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:52
-	4	(5552994.pn. or 5426594.pn.) and (deliver\$3 or ship\$4 or mail\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:53
-	4	(5552994.pn. or 5426594.pn.) and (database or (data adj base) or storage)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:54
-	6	(5552994.pn. or 5426594.pn.) and ((social adj expression) or (greeting adj card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:55
-	6	(5552994.pn. or 5426594.pn.) and (remot\$3 or network or internet or global or computer or server or mainframe or minicomputer or (mini adj computer))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:23
-	6	(5552994.pn. or 5426594.pn.) and (recipient or occaision or design or select\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:24

-	6	(5552994.pn. or 5426594.pn.) and (recipient or occasion or design or select\$3 or (card near\$3 display) or (order adj site) or ((card adj display) adj (order adj site)))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:46
-	2	(5552994.pn. or 5426594.pn.) and (card adj (display adj order))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:41
-	4	(5552994.pn. or 5426594.pn.) and (image or graphic\$3 or (card adj design))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:42
-	2	(5552994.pn. or 5426594.pn.) and (recipient or name)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:51
-	2	(5552994.pn. or 5426594.pn.) and (recipient or name or occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:54
-	2	(5552994.pn. or 5426594.pn.) and (prompt or alert or urgent or urgency or remind\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:57
-	4	(5552994.pn. or 5426594.pn.) and (sort\$3 or display\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:00
-	0	(5552994.pn. or 5426594.pn.) and (sort\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:01
-	0	(5552994.pn. or 5426594.pn.) and (occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:01
-	2	(5552994.pn. or 5426594.pn.) and (occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:02
-	2	(5552994.pn. or 5426594.pn.) and (occasion or (card adj name))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:08
-	2	(5552994.pn. or 5426594.pn.) and (signature or digitized)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:10
-	4	(5552994.pn. or 5426594.pn.) and (deliver\$3 or mail\$3 or ship\$3 or facsimile or fax)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:12

-	2	(5552994.pn. or 5426594.pn.) and (report\$3 or statement or account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:16
-	1	5552994.pn. or 5426594.pn.) and((bar adj code) or barcode	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:23
-	2	(5552994.pn. or 5426594.pn.) and (scann\$3 or optical)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:30
-	4	(5552994.pn. or 5426594.pn.) and (print)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:47
-	3	(5552994.pn. or 5426594.pn.) and (print same order)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:35
-	1	(5552994.pn. or 5426594.pn.) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	5	tackbary.in. and ((greeting adj card) or (social adj expression))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:38
-	3	(tackbary.in. and ((greeting adj card) or (social adj expression))) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:58
-	0	(5552994.pn. or 5426594.pn.) and (coupon)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	2	(5552994.pn. or 5426594.pn.) and (catalog or catalogue)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	85	(((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:45

-	86	(((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))) or ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card)))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:55
-	5	(((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card)))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:55
-	3	(tackbary.in. and ((greeting adj card) or (social adj expression))) and (gift or enclosure)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:56
-	718	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (gift or enclosure or coupon or catalog)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 18:04
-	470	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 07:44
-	571	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) and (gift or coupon or certificate)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:04
-	50	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (gift or coupon or certificate)) and (catalog or catalogue)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 07:59
-	6	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (gift or coupon or certificate)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:12
-	5	((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (gift or coupon or certificate)) and ((greeting adj card) or (social adj expression) or birthday or holiday or anniversary)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:13
-	3	5552994.pn. and (history or previous or retriev\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:25
-	6	(5552994.pn. or 5555496.pn.) and (history or previous or retriev\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:46

-	5	((tackbary.in. and ((greeting adj card) or (social adj expression)))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:57
-	1	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift same indicative)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:59
-	1	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift same (plurality or (at adj least) or indicat\$3))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:01
-	3	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift or enclosure)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:01
-	1070	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) and (gift or coupon or certificate or enclosure or item)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:08
-	673	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) same (gift or coupon or certificate or enclosure or item)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:09
-	3	5552994.pn. and (email or (e adj mail) or (electronically) or (electronic adj mail))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:27
-	3	5552994.pn. and (email or (e adj mail) or (electronically) or (electronic adj mail) or communicat\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:42
-	1	5552994.pn. and (recipient or list)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:52
-	1	5552994.pn. and (address)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:53
-	5	specialty adj card adj shop	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 09:56
-	2	(specialty adj card adj shop) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:00
-	17	(card adj shop) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:09

-	1315	card same gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:12
-	69	(card same gift) and (705/26.ccls. or 705/27.ccls.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:12
-	0	5036472.pn. and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:45

L Number	Hits	Search Text	DB	Time stamp
1	3	5555496.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:45
8	6	5552994.pn. 5555496.pn. 5960412.pn. 6092054.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:49
15	8	5552994.pn. 5555496.pn. 5960412.pn. 6092054.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:49
-	48	4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:10
-	29	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:54
-	30	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base) or storage or memory)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:55
-	19	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:47
-	31	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (link\$3 or network or internet or global or communication or telephon\$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	9	((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card))) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base) or storage or memory)) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (database or (data adj base))) and ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (link\$3 or network or internet or global or communication or telephon\$6))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:50

-	2936	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:55
-	850	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	184	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:57
-	675	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 13:59
-	445	(((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:23
-	3	5552994.pn.	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:38
-	1	5552994.pn. and (deliver\$3 or ship\$4)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:42
-	1	5552994.pn. and (deliver\$3 or ship\$4 or mail\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:52
-	4	(5552994.pn. or 5426594.pn.) and (deliver\$3 or ship\$4 or mail\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:53
-	4	(5552994.pn. or 5426594.pn.) and (database or (data adj base) or storage)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:54
-	6	(5552994.pn. or 5426594.pn.) and ((social adj expression) or (greeting adj card))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 15:55
-	6	(5552994.pn. or 5426594.pn.) and (remot\$3 or network or internet or global or computer or server or mainframe or minicomputer or (mini adj computer))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:23
-	6	(5552994.pn. or 5426594.pn.) and (recipient or occaision or design or select\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:24

-	6	(5552994.pn. or 5426594.pn.) and (recipient or occasion or design or select\$3 or (card near\$3 display) or (order adj site) or ((card adj display) adj (order adj site)))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:46
-	2	(5552994.pn. or 5426594.pn.) and (card adj (display adj order))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:41
-	4	(5552994.pn. or 5426594.pn.) and (image or graphic\$3 or (card adj design))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:42
-	2	(5552994.pn. or 5426594.pn.) and (recipient or name)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:51
-	2	(5552994.pn. or 5426594.pn.) and (recipient or name or occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:54
-	2	(5552994.pn. or 5426594.pn.) and (prompt or alert or urgent or urgency or remind\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 16:57
-	4	(5552994.pn. or 5426594.pn.) and (sort\$3 or display\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:00
-	0	(5552994.pn. or 5426594.pn.) and (sort\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:01
-	0	(5552994.pn. or 5426594.pn.) and (occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:01
-	2	(5552994.pn. or 5426594.pn.) and (occasion)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:02
-	2	(5552994.pn. or 5426594.pn.) and (occasion or (card adj name))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:08
-	2	(5552994.pn. or 5426594.pn.) and (signature or digitized)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:10
-	4	(5552994.pn. or 5426594.pn.) and (deliver\$3 or mail\$3 or ship\$3 or facsimile or fax)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:12

-	2	(5552994.pn. or 5426594.pn.) and (report\$3 or statement or account)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:16
-	1	5552994.pn. or 5426594.pn.) and((bar adj code) or barcode	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:23
-	2	(5552994.pn. or 5426594.pn.) and (scann\$3 or optical)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:30
-	4	(5552994.pn. or 5426594.pn.) and (print)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:47
-	3	(5552994.pn. or 5426594.pn.) and (print same order)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:35
-	1	(5552994.pn. or 5426594.pn.) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	5	tackbary.in. and ((greeting adj card) or (social adj expression))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:38
-	3	(tackbary.in. and ((greeting adj card) or (social adj expression))) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:58
-	0	(5552994.pn. or 5426594.pn.) and (coupon)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	2	(5552994.pn. or 5426594.pn.) and (catalog or catalogue)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:42
-	85	(((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:45

-	86	((((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (link\$3 or network or internet or global or communication or telephon\$6)) and (((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (database or (data adj base) or storage or memory))) or ((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card)))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:55
-	5	(((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and ((social near5 expression) or (greeting near5 card) or (social near5 card) or (birthday near5 card) or (holiday near5 card)))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 17:55
-	3	(tackbary.in. and ((greeting adj card) or (social adj expression))) and (gift or enclosure)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:56
-	718	(((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (gift or enclosure or coupon or catalog)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/09 18:04
-	470	(((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card))) and (gift)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 07:44
-	571	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) and (gift or coupon or certificate)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:04
-	50	(((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) and (gift or coupon or certificate)) and (catalog or catalogue)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 07:59
-	6	(4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (gift or coupon or certificate)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:12
-	5	((4528643.pn. 4616327.pn. 4712174.pn. 4845634.pn. 4951203.pn. 4965727.pn. 4992940.pn. 5029099.pn. 5036472.pn. 5056029.pn. 5072253.pn. 5235519.pn. 5425078.pn. 5426594.pn. 5552994.pn. 5555496.pn. 5600563.pn.) and (gift or coupon or certificate)) and ((greeting adj card) or (social adj expression) or birthday or holiday or anniversary)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:13
-	3	5552994.pn. and (history or previous or retriev\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:25
-	6	(5552994.pn. or 5555496.pn.) and (history or previous or retriev\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 08:46

-	5	((tackbary.in. and ((greeting adj card) or (social adj expression)))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:57
-	1	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift same indicative)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 10:59
-	1	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift same (plurality or (at adj least) or indicat\$3))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:01
-	3	((tackbary.in. and ((greeting adj card) or (social adj expression)))) and (gift or enclosure)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:01
-	1070	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) and (gift or coupon or certificate or enclosure or item)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:08
-	673	((social adj expression) or (greeting adj card) or (social adj card) or (birthday adj card) or (holiday adj card)) same (gift or coupon or certificate or enclosure or item)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:09
-	3	5552994.pn. and (email or (e adj mail) or (electronically) or (electronic adj mail))	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:27
-	3	5552994.pn. and (email or (e adj mail) or (electronically) or (electronic adj mail) or communicat\$3)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:42
-	1	5552994.pn. and (recipient or list)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:52
-	1	5552994.pn. and (address)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/10 11:53
-	5	specialty adj card adj shop	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 09:56
-	2	(specialty adj card adj shop) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:00
-	17	(card adj shop) and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:09

-	1315	card same gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:12
-	69	(card same gift) and (705/26.ccls. or 705/27.ccls.)	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 10:12
-	0	5036472.pn. and gift	USPAT; US-PGPUB; EPO; JPO; DERWENT; IBM_TDB	2002/04/15 14:45

705TEXT1 is set ON as an alias for 15, 16, 160, 148, 61, 275, 634, 47.
705TEXT2 is set ON as an alias for 9, 623, 810, 624, 813, 20, 636.
705BIBLIT is set ON as an alias for 77, 35, 583, 2, 65, 233, 99.
705NEWSBIB is set ON as an alias for 473, 474, 475.
SOFTLIT is set ON as an alias for 256, 278.
705ADLIT is set ON as an alias for 635, 570, PAPERSMJ, PAPERSEU.
KWIC is set to 50.

*

SYSTEM:HOME

Cost is in DialUnits

Menu System II: D2 version 1.7.8 term=ASCII

*** DIALOG HOMEBASE(SM) Main Menu ***

Information:

1. Announcements (new files, reloads, etc.)
2. Database, Rates, & Command Descriptions
3. Help in Choosing Databases for Your Topic
4. Customer Services (telephone assistance, training, seminars, etc.)
5. Product Descriptions

Connections:

6. DIALOG(R) Document Delivery
7. Data Star(R)

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/H = Help

/L = Logoff

/NOMENU = Command Mode

Enter an option number to view information or to connect to an online service. Enter a BEGIN command plus a file number to search a database (e.g., B1 for ERIC).

?b 705text1, 705text2, 705adlit, 705newsbib, 705biblit, softlit, 610, 613

>>> 146 does not exist

>>> 278 does not exist

>>>2 of the specified files are not available

15apr02 09:28:18 User264751 Session D141.1

\$0.00 0.226 DialUnits FileHomeBase

\$0.00 Estimated cost FileHomeBase

\$0.16 TELNET

\$0.16 Estimated cost this search

\$0.16 Estimated total session cost 0.226 DialUnits

SYSTEM:OS - DIALOG OneSearch

File 15:ABI/Inform(R) 1971-2002/Apr 13

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***File 15: SELECT IMAGE AVAILABILITY FOR PROQUEST FILES**

ENTER 'HELP PROQUEST' FOR MORE

File 16:Gale Group PROMT(R) 1990-2002/Apr 12

(c) 2002 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 148:Gale Group Trade & Industry DB 1976-2002/Apr 12

(c)2002 The Gale Group

File 621:Gale Group New Prod.Annou.(R) 1985-2002/Apr 12

(c) 2002 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2002/Apr 12

(c) 2002 The Gale Group

File 634:San Jose Mercury Jun 1985-2002/Apr 12

(c) 2002 San Jose Mercury News

File 47:Gale Group Magazine DB(TM) 1959-2002/Apr 11

(c) 2002 The Gale group

File 9:Business & Industry(R) Jul/1994-2002/Apr 12

(c) 2002 Resp. DB Svcs.

File 623:Business Week 1985-2002/Apr 12

(c) 2002 The McGraw-Hill Companies Inc

File 810:Business Wire 1986-1999/Feb 28
(c) 1999 Business Wire

File 624:McGraw-Hill Publications 1985-2002/Apr 12
(c) 2002 McGraw-Hill Co. Inc

File 813:PR Newswire 1987-1999/Apr 30
(c) 1999 PR Newswire Association Inc

File 20:Dialog Global Reporter 1997-2002/Apr 15
(c) 2002 The Dialog Corp.

File 636:Gale Group Newsletter DB(TM) 1987-2002/Apr 12
(c) 2002 The Gale Group

File 635:Business Dateline(R) 1985-2002/Apr 13
(c) 2002 ProQuest Info&Learning

File 570:Gale Group MARS(R) 1984-2002/Apr 12
(c) 2002 The Gale Group

File 387:The Denver Post 1994-2002/Apr 13
(c) 2002 Denver Post

File 471:New York Times Fulltext-90 Day 2002/Apr 14
(c) 2002 The New York Times

File 492:Arizona Repub/Phoenix Gaz 1986-2002/Jan 06
(c) 2002 Phoenix Newspapers

***File 492: This file is temporarily not updating.**

File 494:St LouisPost-Dispatch 1988-2002/Apr 14
(c) 2002 St Louis Post-Dispatch

File 498:Detroit Free Press 1987-2002/Apr 12
(c) 2002 Detroit Free Press Inc.

File 630:Los Angeles Times 1993-2002/Apr 15
(c) 2002 Los Angeles Times

File 631:Boston Globe 1980-2002/Apr 14
(c) 2002 Boston Globe

File 632:Chicago Tribune 1985-2002/Apr 15
(c) 2002 Chicago Tribune

File 633:Phil.Inquirer 1983-2002/Apr 12
(c) 2002 Philadelphia Newspapers Inc

File 638:Newsday/New York Newsday 1987-2002/Apr 13
(c) 2002 Newsday Inc.

File 640:San Francisco Chronicle 1988-2002/Apr 14
(c) 2002 Chronicle Publ. Co.

File 641:Rocky Mountain News Jun 1989-2002/Apr 06
(c) 2002 Scripps Howard News

File 702:Miami Herald 1983-2002/Apr 12
(c) 2002 The Miami Herald Publishing Co.

File 703:USA Today 1989-2002/Apr 12
(c) 2002 USA Today

File 704:(Portland)The Oregonian 1989-2002/Apr 12
(c) 2002 The Oregonian

File 713:Atlanta J/Const. 1989-2002/Apr 14
(c) 2002 Atlanta Newspapers

File 714:(Baltimore) The Sun 1990-2002/Apr 12
(c) 2002 Baltimore Sun

File 715:Christian Sci.Mon. 1989-2002/Apr 15
(c) 2002 Christian Science Monitor

File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
(c) 2000 The Plain Dealer

***File 725: This file is temporarily not updating.**

File 735:St. Petersburg Times 1989-2000/Nov 01
(c) 2000 St. Petersburg Times

***File 735: This file is temporarily not updating.**

File 476:Financial Times Fulltext 1982-2002/Apr 15
(c) 2002 Financial Times Ltd

File 477:Irish Times 1999-2002/Apr 15
(c) 2002 Irish Times

File 710:Times/Sun.Times(London) Jun 1988-2002/Apr 15
(c) 2002 Times Newspapers

File 711:Independent(London) Sep 1988-2002/Apr 13
(c) 2002 Newspaper Publ. PLC

***File 711: Use File 757 for full current day's news of the Independent, as well as full coverage of many additional European news sources.**

File 756:Daily/Sunday Telegraph 2000-2002/Apr 14

(c) 2002 Telegraph Group
 File 757:Mirror Publications/Independent Newspapers 2000-2002/Apr 15
 (c) 2002
 File 473:FINANCIAL TIMES ABSTRACTS 1998-2001/APR 02
 (c) 2001 THE NEW YORK TIMES
***File 473: This file will not update after March 31, 2001.**
 It will remain on Dialog as a closed file.
 File 474:New York Times Abs 1969-2002/Apr 12
 (c) 2002 The New York Times
 File 475:Wall Street Journal Abs 1973-2002/Apr 12
 (c) 2002 The New York Times
 File 77:Conference Papers Index 1973-2002/Mar
 (c) 2002 Cambridge Sci Abs
 File 35:Dissertation Abs Online 1861-2002/Mar
 (c) 2002 ProQuest Info&Learning
 File 583:Gale Group Globalbase(TM) 1986-2002/Apr 13
 (c) 2002 The Gale Group
 File 2:INSPEC 1969-2002/Apr W2
 (c) 2002 Institution of Electrical Engineers
 File 65:Inside Conferences 1993-2002/Apr W1
 (c) 2002 BLDSC all rts. reserv.
 File 233:Internet & Personal Comp. Abs. 1981-2002/Apr
 (c) 2002 Info. Today Inc.
 File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Feb
 (c) 2002 The HW Wilson Co.
 File 256:SoftBase:Reviews,Companies&Prods. 85-2002/Mar
 (c)2002 Info.Sources Inc
 File 610:Business Wire 1999-2002/Apr 12
 (c) 2002 Business Wire.
***File 610: File 610 now contains data from 3/99 forward.**
 Archive data (1986-2/99) is available in File 810.
 File 613:PR Newswire 1999-2002/Apr 14
 (c) 2002 PR Newswire Association Inc
***File 613: File 613 now contains data from 5/99 forward.**
 Archive data (1987-4/99) is available in File 813.

Set Items Description

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?s (gift(w)card) and (pd<=19940506)
 >>>File 15 processing for PD= : PD=19940506
 >>> started at PD=710000 stopped at PD=930107
 >>>File 160 processing for PD= : PD=19940506
 >>> started at PD=2103 stopped at PD=770314
 >>>File 148 processing for PD= : PD=19940506
 >>> started at PD=140105 stopped at PD=830728
 >>>File 621 processing for PD= : PD=19940506
 >>> started at PD=00000000 stopped at PD=19910208
 >>>File 275 processing for PD= : PD=19940506
 >>> started at PD=140103 stopped at PD=881206
 Processing
 >>>File 634 processing for PD= : PD=19940506
 >>> started at PD=850602 stopped at PD=901209
 >>>File 47 processing for PD= : PD=19940506
 >>> started at PD=590100 stopped at PD=650211
 Processed 10 of 56 files ...
 >>>File 810 processing for PD= : PD=19940506
 >>> started at PD=850116 stopped at PD=911127
 >>>File 624 processing for PD= : PD=19940506
 >>> started at PD=104 stopped at PD=921202
 >>>File 813 processing for PD= : PD=19940506
 >>> started at PD=100000 stopped at PD=900920
 >>>File 636 processing for PD= : PD=19940506
 >>> started at PD=19880101 stopped at PD=19940316
 >>>File 635 processing for PD= : PD=19940506
 >>> started at PD=1190 stopped at PD=910826
 >>>File 570 processing for PD= : PD=19940506
 >>> started at PD=19840102 stopped at PD=19910623
 Processing

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>>>File 492 processing for PD= : PD=19940506
>>> started at PD=11/10/99 stopped at PD=910923
>>>File 494 processing for PD= : PD=19940506
>>> started at PD=2/7/2001 stopped at PD=930611
Processed 20 of 56 files ...
>>>File 498 processing for PD= : PD=19940506
>>> started at PD=12 stopped at PD=920620
>>>File 631 processing for PD= : PD=19940506
>>> started at PD=11/14/99 stopped at PD=850519
>>>File 632 processing for PD= : PD=19940506
>>> started at PD=841227 stopped at PD=900622
>>>File 633 processing for PD= : PD=19940506
>>> started at PD=830101 stopped at PD=880823
>>>File 638 processing for PD= : PD=19940506
>>> started at PD=25, stopped at PD=920701
>>>File 640 processing for PD= : PD=19940506
>>> started at PD=850209 stopped at PD=930621
>>>File 702 processing for PD= : PD=19940506
>>> started at PD=801018 stopped at PD=880603
Processing
Processed 30 of 56 files ...
>>>File 476 processing for PD= : PD=19940506
>>> started at PD=19820102 stopped at PD=19881017
>>>File 710 processing for PD= : PD=19940506
>>> started at PD=880601 stopped at PD=931205
>>>File 474 processing for PD= : PD=19940506
>>> started at PD=101111 stopped at PD=740608
>>>File 475 processing for PD= : PD=19940506
>>> started at PD=191111 stopped at PD=810213
>>>One or more prefixes are unsupported
>>> or undefined in one or more files.
>>>File 583 processing for PD= : PD=19940506
>>> started at PD=100001 stopped at PD=890328
Processing
Processed 50 of 56 files ...
>>>File 99 processing for PD= : PD=19940506
>>> started at PD=DEC.1200 stopped at PD=19910204
Completed processing all files
    793286 GIFT
    2178392 CARD
    5461 GIFT(W)CARD
    16246854 PD<=19940506
    S1 128 (GIFT(W)CARD) AND (PD<=19940506)
?s s1 and (online or (on(w)line) or internet)
Processing
Processing
Processing
Processed 10 of 56 files ...
Processing
Processing
Processing
Processing
Processing
Processed 20 of 56 files ...
Processing
Processing
Processed 30 of 56 files ...
Processing
Processed 40 of 56 files ...
Processing
Processed 50 of 56 files ...
Completed processing all files
    128 S1
    3859496 ONLINE
    65578537 ON
    10999601 LINE
    1782807 ON(W)LINE
    6757079 INTERNET
    S2 3 S1 AND (ONLINE OR (ON(W)LINE) OR INTERNET)

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Set	Items	Description
S1	6	ONKOR
S2	0	CFXSHIP
S3	91304	DESKTOP(W) PUBLISHING
S4	4782	((MAIL OR MAILING OR DISTRIBUTION) (W)LIST) (3N) (APPLICATION OR MANAGER OR MANAGEMENT OR SOFTWARE OR PROGRAM)
S5	146	S3 AND S4
S6	15533858	PD<19940506
?s s6 and s5		
	15533858	S6
	146	S5
	S7	18 S6 AND S5
?t s7/free/all		

7/8/1 (Item 1 from file: 15)
 DIALOG(R)File 15:(c) 2002 ProQuest Info&Learning. All rts. reserv.

00596913 92-12086

USE FORMAT 9 FOR FULL TEXT

Windows Word Processors: InfoWorld Tests the Tools and Features in Six of the High-End Graphical Products WORD COUNT: 14852 LENGTH: 12 Pages

Feb 10, 1992

COMPANY NAMES:

Microsoft Corp (DUNS:08-146-6849 TICKER:MSFT)

Lotus Development Corp (DUNS:01-185-0484 TICKER:LOTS)

WordPerfect Corp

WordStar International Inc

DeScribe Inc (TICKER:;WDST)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Software reviews; Manyproducts; Manycompanies; Word processing
 ; Performance evaluation; Comparative analysis

CLASSIFICATION CODES: 9120 (CN=Product specific); 5240 (CN=Software & systems); 9190 (CN=United States)

7/8/2 (Item 1 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

02766443 Supplier Number: 43709053 (USE FORMAT 7 FOR FULLTEXT)

Software shopping for small businesses

March 14, 1993

Word Count: 703

PUBLISHER NAME: Crain Communications, Inc.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); REG (Business, Regional)

NAICS CODES: 51121 (Software Publishers)

7/8/3 (Item 2 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01750083 Supplier Number: 42192918 (USE FORMAT 7 FOR FULLTEXT)

WORDSTAR

July 1, 1991

Word Count: 139

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: *WordStar International Inc.

EVENT NAMES: *330 (Product information)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372400 (Applications Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 51121 (Software Publishers)

SPECIAL FEATURES: COMPANY

7/8/4 (Item 3 from file: 16)

DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

01193619 Supplier Number: 41369507

END PAPER: SMALL BUSINESS COMES KNOCKING

June 4, 1990

PUBLISHER NAME: CMP Publications, Inc.

COMPANY NAMES: *Apple Computer Inc.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *3573000 (Computers & Peripherals)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation)

NAICS CODES: 334111 (Electronic Computer Manufacturing)

TICKER SYMBOLS: AAPL

SPECIAL FEATURES: LOB; COMPANY

7/8/5 (Item 1 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01063520 Supplier Number: 40285357 (USE FORMAT 7 FOR FULLTEXT)

LIFETREE SOFTWARE TO SHIP "TOTAL WORD", A FULL FEATURED WORD PROCESSOR WITH PERSONAL PUBLISHING POWER

Feb 1, 1988

Word Count: 700

PUBLISHER NAME: Various

COMPANY NAMES: *Lifetree Software Inc.

EVENT NAMES: *330 (Product information)

GEOGRAPHIC NAMES: *1USA (United States); 1U9CA (California)

PRODUCT NAMES: *7372412 (Word Processing Software)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 51121 (Software Publishers)

TRADE NAMES: Total Word

7/8/6 (Item 1 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01245625 SUPPLIER NUMBER: 06728253 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Vendor-sponsored directory. (third-party vendor alliances of interest to the financial community) (directory)

May, 1988

WORD COUNT: 9096 LINE COUNT: 00846

DESCRIPTORS: Financial Services; Hardware Vendors; Directories; Brokerage Industry; Automation; Computer Systems

SIC CODES: 3571 Electronic computers; 6211 Security brokers and dealers

FILE SEGMENT: CD File 275

7/8/7 (Item 2 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01236769 SUPPLIER NUMBER: 06284624 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Word processing and DTP being unified: emerging trend. (desktop publishing)

Feb 29, 1988

WORD COUNT: 462 LINE COUNT: 00039

SPECIAL FEATURES: illustration; photograph

COMPANY NAMES: Lifetree Software Inc.--Product introduction; WordPerfect Corp.--Product introduction

DESCRIPTORS: DTP Software; New Product; Word Processing; Market Analysis; Trends

SIC CODES: 7372 Prepackaged software

TRADE NAMES: WordPerfect 5.0 (Word processing software)--Product

introduction; Total Word (Word processing software)--Product introduction
FILE SEGMENT: CD File 275

7/8/8 (Item 3 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01211586 SUPPLIER NUMBER: 05225750 (USE FORMAT 7 OR 9 FOR FULL TEXT)

The future of document processing rests firmly in the hands of the LAN.

(local area network) (in The LAN Manager column) (in Section 2:

Connectivity) (column)

Oct 6, 1987

WORD COUNT: 883 LINE COUNT: 00077

DESCRIPTORS: LAN; Applications; Text Processing Software; Word Processing

; Typesetting; Office Automation; Electronic Publishing

SIC CODES: 7372 Prepackaged software

FILE SEGMENT: CD File 275

7/8/9 (Item 4 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01176867 SUPPLIER NUMBER: 04351722 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Applications software; word processors aiming high.

July 28, 1986

WORD COUNT: 2232 LINE COUNT: 00179

COMPANY NAMES: Software Publishing Corp.--Finance; Multimate

International Corp.--Marketing; Microsoft Corp.--Marketing; MicroPro

International Corp.--Prices and rates

SIC CODES: 7372 Prepackaged software

FILE SEGMENT: TI File 148

7/8/10 (Item 1 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0094766 BW610

**ASHTON TATE: Ashton-Tate's RapidFile and Avery Laser Printer Labels to be
part of a co-promotional program**

June 21, 1988

Byline: Business & Computer Editors

Word Count: 477

7/8/11 (Item 2 from file: 810)

DIALOG(R)File 810:(c) 1999 Business Wire . All rts. reserv.

0013036 BW177

**ASHTON TATE: Ships LAN family of products for MultiMate Advantage 3.60
professional word processor**

May 27, 1986

Byline: Business Editors

Word Count: 637

7/8/12 (Item 1 from file: 636)

DIALOG(R)File 636:(c) 2002 The Gale Group. All rts. reserv.

01665468 Supplier Number: 42639740 (USE FORMAT 7 FOR FULLTEXT)

Business Resources

Jan, 1992

Word Count: 726

PUBLISHER NAME: Biomedical Market Newsletter, Inc.

INDUSTRY NAMES: BIO (Biotechnology); BUSN (Any type of business)

7/8/13 (Item 1 from file: 635)

DIALOG(R)File 635:(c) 2002 ProQuest Info&Learning. All rts. reserv.

0063380 88-21546

Ashton-Tate's RapidFile and Deluxe Business Forms to Be Part of a Co-Promotion Program

PUBL DATE: 880803

WORD COUNT: 334

DATELINE: Torrance, CA, US

COMPANY NAMES: Ashton-Tate, Culver City, CA, US, DUNS:03-438-7464,
SIC:5099;7372, Ticker:TATE

CLASSIFICATION CODES: 8302 (Software and computer services); 5240 (Software & systems); 7000 (Marketing)

DESCRIPTORS: Joint ventures; Software industry; Software packages; Data base management systems; Market strategy; Pacific

NAMED PERSONS: Arrigo, Mike

7/8/14 (Item 1 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01057838 Supplier Number: 40809918

Software-program buyers

June, 1989

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: *Rubin Response Management Svcs

EVENT NAMES: *360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: 7331200 (**Mailing List** Services); 7372400
(Applications **Software**)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN
(Any type of business); RETL (Retailing)

NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers
)

TRADE NAMES: Macintosh

SPECIAL FEATURES: COMPANY

ADVERTISING AGENCY: Rubin Response Management Services

ADVERTISING CODES: 46 New Agency Services; 81 Demographics

7/8/15 (Item 2 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv..

01056588 Supplier Number: 40796998

Personal computer software program purchasers

May 20, 1989

PUBLISHER NAME: Intertec Publishing Corporation, A PRIMEDIA Co.

COMPANY NAMES: *Rubin Response Management Svcs

EVENT NAMES: *360 (Services information); 240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: 7331200 (**Mailing List** Services); 7372400
(Applications **Software**)

INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN
(Any type of business)

NAICS CODES: 54186 (Direct Mail Advertising); 51121 (Software Publishers
)

SPECIAL FEATURES: COMPANY

ADVERTISING AGENCY: Rubin Response Management Services

ADVERTISING CODES: 46 New Agency Services; 81 Demographics

7/8/16 (Item 1 from file: 492)

DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.

05822200

SMALLER IS BETTER, SOFTWARE PRODUCERS FINDING

SUNDAY November 18, 1990

Word Count: 934

DESCRIPTORS: TECHNOLOGY

7/8/17 (Item 1 from file: 710)

DIALOG(R)File 710:(c) 2002 Times Newspapers. All rts. reserv.

07465609

Windows to a database future; Infotech

Friday, April 16, 1993

Word Count: 1,160

7/8/18 (Item 1 from file: 233)

DIALOG(R)File 233:(c) 2002 Info. Today Inc. All rts. reserv.

00222358 90MU08-008

Mac Envelopes Plus

19900801

Descriptors: Utility Program ; Mail List ; Desktop Publishing ;

Software Review; Labels

Identifiers: Mac Envelopes Plus; Synex

?t s7/full/18

7/9/18 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.

(c) 2002 Info. Today Inc. All rts. reserv.

00222358 90MU08-008

Mac Envelopes Plus

Bobker, Steven

MacUser , August 1, 1990 , v6 n8 p47, 1 Pages

ISSN: 0884-0997

Languages: English

Document Type: Software Review

Grade (of Product Reviewed): a

Hardware/Software Compatibility: Macintosh

Geographic Location: United States

Presents a very favorable review of Mac Envelopes Plus (\$350), an envelope printing program from Synex, Brooklyn, NY (718). The program automatically prints bar codes, and sorts and reports by zip code or carrier route, making it an ideal tool for a small business which wants to utilize bulk mailing. The package provides predefined templates which make it easy to change envelope types and sizes, and it works very quickly. It includes a DA which allows printing from within other applications. (djd)

Descriptors: Utility Program ; Mail List ; Desktop Publishing ;

Software Review; Labels

Identifiers: Mac Envelopes Plus; Synex

15/9/32 (Item 1 from file: 714)
DIALOG(R) File 714: (Baltimore) The Sun
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05754153

**NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A
COMPANY KNOWS ITS STUFF**

BALTIMORE MORNING SUN (BS) - Monday, September 10, 1990

By: Adriane B. Miller Special to The Sun

Edition: Final Section: Business Page: 6

Word Count: 1,340

TEXT:

In the old days, companies hoped to sell their products and services just by telling customers how good they were. And back then, that often worked just fine.

Now, companies must do far more than boast.

Rather than tell customers we know, we have to show them we know," said Susan Fleishman, director of marketing and communications for KPMG Peat Marwick in Baltimore.

One of the best ways to do that, Ms. Fleishman said, is for the international accounting and consulting firm to publish newsletters for the markets it serves, such as the health care, insurance and real estate industries.

Informative rather than hard-sell in nature, the newsletters work to demonstrate KPMG Peat Marwick's expertise to customers.

"We go to great pains to make our newsletters as informative as possible," Ms. Fleishman said. "By informing our public, we position ourselves as professionals who know that particular field."

Once the company rag that no one took very seriously, the newsletter has come of age as an effective marketing tool. Newsletters offer companies a way to communicate with dealers or customers, increase sales, aid internal relations or boost fund-raising efforts.

The Newsletter Clearinghouse in Rhinebeck, N.Y., says companies and organizations publish as many as 4,000 professional newsletters with paid subscriptions in the United States. That does not include the tens of thousands of newsletters companies publish free for their customers, which the clearinghouse does not count.

The numbers are growing, for three good reasons:

*Newsletters are good business. A regular newsletter keeps a company's name in view of clients and prospects. A good newsletter establishes a leadership position and demonstrates expertise in a particular industry.

*Technological advancements in desktop publishing have made it faster and cheaper for companies to produce slick publications themselves. With a personal computer, page layout and word-processing software packages, creative business people can become publishers.

*Publishing a newsletter can be more cost-effective than conventional advertising.

The McCormick/Schilling division of McCormick & Co., the specialty foods and spice giant in Hunt Valley, uses a newsletter to inform consumers about the use of flavorings. In the process, it indirectly sells its products.

But McCormick & Co. has also found that its newsletter can help the company test new products and conduct market research.

Spice 'Xpress is published three to four times a year by McCormick & Co.'s consumer affairs department. About 70,000 names are on the Spice

'Xpress mailing list. Accompanying the newsletter periodically in the mail are samples of new McCormick/Schilling products.

Polly Murray, McCormick & Co.'s manager of consumer affairs, said the company mailed a new sauce blend in a trial-size package with the last newsletter. McCormick/Schilling plans to introduce the sauce blend later this year.

"We knew when the newsletters hit because our phones started ringing off the wall. Customers were saying, "We can't wait for this to come out in the fall!" Ms. Murray said.

When a questionnaire is attached, Spice 'Xpress becomes an informal market research tool. A recent questionnaire mailed with the newsletter generated a huge response.

"We got probably 10,000 responses from consumers," Ms. Murray said. "They told us what they liked about the newsletter -- they love the new products section. They also told us how big their families were and how old they were. Responses were all over the board."

Spice 'Xpress also helps McCormick gain positive media exposure. Ms. Murray said the newsletter is mailed to food editors and other media representatives, who often use its information in their columns.

Small companies, too, can reap big rewards from newsletters used as marketing tools. With a newsletter, a small business can deliver its message at a reasonable cost to its targeted audience. The cost is less than an ad, and there is no wasted circulation.

Nevertheless, creating a newsletter that customers appreciate requires a commitment from upper management. It also takes time to get started. Writing stories, collecting graphics and printing the newsletter are just part of the publishing process.

The first step is planning. Who gets the newsletter? The list should include employees, existing and potential customers, sales representatives, distributors, editors of appropriate business or trade publications, and influential friends and colleagues.

Once the readership is defined, the mailing list has to be developed and regularly checked to keep the addresses current. A newsletter has little value if the target never receives it. Postage, even bulk rate, adds up.

Ms. Murray said McCormick published an 800 number several years ago to start building its mailing list for Spice 'Xpress. Now with 70,000 names, the list, she said, is manageable, but probably will not grow much larger.

After the mailing list has been prepared, the next step is to design, write and produce the newsletter.

The best feature of a marketing newsletter is its credibility as a source of information. Readers of a good newsletter look forward to getting it in the mail. They know it has information collected for their benefit, without a lot of hype.

Puff pieces and happy talk get little space in KPMG Peat Marwick's newsletters.

"The text is prepared by professionals," Ms. Fleishman said. "I might smooth it out, but it's all written by CPAs and tax people."

Ms. Fleishman said production of each of KPMG Peat Marwick's newsletters is handled differently. One newsletter is produced completely in-house and reproduced by a copier. Other newsletters are designed and produced in-house to the camera-ready stage with a Macintosh computer and laser printer. A printing house provides offset copies.

Spice 'Xpress is designed by an outside consultant, but the writing, production and printing are all handled by McCormick.

"The first one we did was with a PR agency in New York," Ms. Murray said. "They did most of the writing, but we ended up having to rewrite a lot of it."

Whether the newsletter is designed, written and produced by house staff or by outside professionals, it is important that the business commit sufficient resources and time to publish a product that reflects well on the company.

One vital element in building credibility is adherence to a regular publication schedule, which requires planning well in advance.

The Spice 'Xpress editorial board meets to plan its next issue three to four months before the release date. All articles are due about two months before. Then stories and graphics are reworked during the last month to fit the space available. Of course, for smaller companies the process does not always take as long.

If time to do the job well is not available, the newsletter should be assigned to an outside professional who has the objectivity and talent to create a piece that really gets attention. Consultants' fees vary widely: A four-page, two-color newsletter could cost anywhere from \$400 to \$10,000 or more to create and print, depending on the complexity of the piece.

Ms. Murray said she does not know what each issue of Spice 'Xpress costs to prepare in terms of staff time.

However, she does know McCormick has a winner with the newsletter. Consumer comments indicate that the company has won over new customers in publishing Spice 'Xpress and has earned the trust of existing customers, she said.

"This last one we did, we had such a positive response," Ms. Murray said. "People said they can't wait for it to come -- or they want to share it with a neighbor, can you please send another? It gives us the indication we're doing a good thing."

BIBLIOGRAPHY

"The Newsletter Editor's Desk Book," by Marvin Arth. Published by Parkway Press Ltd., West Tisbury, Mass., 1984.

"Publishing Newsletters," by Howard Hudson. Published by The Newsletter Clearinghouse, Rhinebeck, N.Y., 1982.

"Desktop Publishing," by David R. Sullivan. Published by Houghton Mifflin, Boston, Mass., 1989.

"Looking Good In Print: A Guide to Basic Design for Desktop Publishing," by Roger C. Parker. Published by Ventana Press, Chapel Hill, N.C., 1988.

CAPTION:
PHOTO

PHOTO THE SUN/AMY DAVIS

Susan Fleishman, Peat Marwick marketing and communications chief, has spread before her some of the newsletters published for different audiences.

5/9/2 (Item 2 from file: 15)
DIALOG(R) File 15:ABI/Inform(R)
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First Article

Item U

00639323 92-54263

1992 American Catalog Awards - Apparel Over \$100: Bullock & Jones: A Simple Story Well Told

Hayes, Lynn

Catalog Age v9n9 PP: 120-121 Sep 1992 ISSN: 0740-3119 JRNL CODE: CTA

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

SPECIAL FEATURE: Charts

WORD COUNT: 1187

ABSTRACT: Bullock & Jones' **Holiday** 1991 edition is no exception to the company's continuing commitment to excellence, capturing the 1992 American Catalog Awards' Silver Award in Apparel Over \$100 category. Bullock & Jones is virtually without peer in the fine menswear market. One of the catalog's consistently strong points is its flawless design and production. As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Each catalog spread has excellent eyeflow, according to the judging panel. The merchandise assortment, too, scores high with the judges. The only problem, one judge says, is that it is sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alphakeyed only in the corner of the photograph, not directly on the item itself.

TEXT: There have been a lot of changes in the catalog business since the American Catalog Awards first began, but one thing that has remained constant is Bullock & Jones. Year after year, this catalog of fine clothing and accessories for men follows its market, not the current fad; it chooses high quality over high sell; it eschews hyperbole in favor of understatement.

The **Holiday** 1991 edition is no exception to the company's continuing commitment to excellence, capturing the Silver Award in Apparel Over \$100. Bullock & Jones is virtually without peer in the fine menswear market.

One of the catalog's consistently strong points is its flawless design and production. Photographic detail, enhanced by outstanding color separations, printing and paper, is superb: On a pair of black velvet slippers, for example, each stitch of the embroidered foxhead design in delicate gold thread is clearly visible. Each minute on the face of a Bullock & Jones watch can be counted, each marking on its lizard band traced.

Readers can practically feel the variations in texture in each article of merchandise--the softness of a lambskin suede cardigan, for example, the crispness of an oxford tab-collar shirt, the plushness of the fleece lining in a shearling vest, or the silkiness of the paisley trim on a wool robe.

FLATS WITH DIMENSION

As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Products are shown both singly and in merchandise assortments, grouped together in attractive spreads according to function and color, and showcased in abundant white space. Monochromatic palettes are enlivened by an additional coordinating hue.

One spread, for instance, entitled "Superb Naturals, Well-Bred Casuals in the Finest of Fibers," features a collection of comfortable weekend clothing: a tan camel's hair jacket; a crewneck sweater patterned with shades of blue, rust and amber against a deep brown background; two pairs of corduroy slacks--one in beige, the other in cognac; a light blue chambray shirt; and a pair of demi-boots in a deeper tone of cognac. Next to this coordinated clothing ensemble is a vicuna English lambskin blazer and an autumn-toned tie.

"Creatively, this book is very well put together," says a panelist. "Bullock & Jones has some of the best 'flats' in the business."

Each catalog spread also has excellent eyeflow, according to the judging panel. "Every spread has a feature item that draws you into it initially," says one judge. "Then you're able to look at all the other items without distraction. So many catalogs try to put too many products on a page. Bullock & Jones never does that."

"I can't think of one suggestion to improve the elegant and understated presentation," says another judge.

MERCHANDISE FITS THE MARKET

The merchandise assortment, too, scores high with the judges. The 44-page holiday catalog features a well-chosen array of classic, contemporary clothing and accessories for men, opting for quality over quantity. The company understands that its customers expect it to have the best merchandise, not the most.

Prices are high--\$1,195 for a mink-collar topcoat, for example, \$1,350 for a lambskin blouson, or \$1,395 for a Bradford suede jacket. Wardrobe essentials are also expensive--a button-down cotton shirt priced at \$85, a wool robe at \$350, or a glen plaid sport coat at \$795.

But, according to the judges, the high price tags are matched with high quality, and the merchandise is geared to men with incomes to support their discerning taste.

"Bullock & Jones knows its audience," says one of the judges. "The company is the leading-edge merchandiser to the upscale men's market."

"The excellent quality of the merchandise is obvious," a second judge adds.

Copy that romances the merchandise, therefore, would be superfluous. And Bullock & Jones wisely pares down its copy to the bare facts about each product, then adds just a touch of its own sophisticated style.

A camel's hair cable crewneck, for example, "is a sure-to-please classic, essential in a gentleman's casual wardrobe. Knitted in Scotland of soft, two-ply yarns. Sizes M, L, XL, XXL."

The only problem, one judge says, is that it's sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alpha-keyed only in the corner of the photograph, not directly on the item itself.

THE NAME MEANS SERVICE

In the area of service, Bullock & Jones capitalizes on its name. As the cover notes, the company has been in business since 1853. Its longstanding tradition of satisfying customers is explained on the order form insert: "Since 1853, we've been committed to offering our customers the very finest in men's apparel from the world's top makers."

Its guarantee takes the same authoritative tone: "If, for any reason," it reads, "you or your gift recipient are not happy with a purchase, please return it (in new condition, please) within 30 days. We will exchange the item or give you full credit or a refund...."

Although judges would like to see the catalog's 800 number sprinkled more frequently throughout the book, they note that it is displayed prominently on the order form, and praise the order form itself for its simplicity and clean design--"customer friendly," as one judge puts it. There is plenty of space for each line item, and service policies, merchandise availability, delivery information, and shipping and handling costs are clearly defined. The panel also likes Bullock & Jones's extra customer service feature of offering a free gift box and card with the customer's message, and its

invitation to "shop with confidence" by phone, mail, fax or at its retail store in San Francisco.

COVER LACKS DRAMA

The cover, however, is not completely to the judges' liking. They compliment Bullock & Jones for the eye-catching use of its distinguished logo, which runs boldly in red type from bottom to top along the left-hand side of the page. They also agree that the cover photo--a black, paisley-trimmed robe hung casually over a high-back chair, a pair of velvet slippers resting comfortably on the floor beside it, and a glass-topped table under an antique mirror on the wall behind it--is visually stunning.

"It projects elegance and quality," a judge observes, who nonetheless agrees with another judge who points out, "there isn't enough of a holiday feeling to it." Aside from the red logo in the foreground and one small, untied red ribbon draped loosely around an opened gift box in the background, "there's nothing that tells me this is a holiday book," according to the judge. "It isn't really special."

"The cover lacks drama and impact," another panelist adds.

They also fault the catalog slightly for its absence of institutional copy. While Bullock & Jones customers are certainly familiar with the company's image, prospects receiving the catalog might have trouble determining exactly what the company stands for or the caliber of merchandise the catalog contains, the judges comment.

Nevertheless, they agree, Bullock & Jones, as in years past, is definitely worthy of honors in this category. As one judge sums up, "Bullock & Jones owns this market, as far as I'm concerned."

THIS IS THE FULL-TEXT. Copyright Hanson Publishing Group Inc 1992

COMPANY NAMES:

Bullock & Jones (DUNS:02-506-5012)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Case studies; Awards; Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific); 8303 (CN=Wholesale industry)

7/9/7 (Item 2 from file: 275)
DIALOG(R) File 275:Gale Group Computer DB(TM)
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It V

01236769 SUPPLIER NUMBER: 06284624 (THIS IS THE FULL TEXT)
Word processing and DTP being unified: emerging trend. (desktop publishing)
Chartock, David S.
Computer & Software News, v6, n9, p55(1)
Feb 29, 1988
ISSN: 0745-5291 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 462 LINE COUNT: 00039

ABSTRACT: With word processing and **desktop publishing** becoming more intertwined, software developers are responding to the demand for integrated software packages that offer both word processing and **desktop publishing** features. The two newest software packages in this category are Lifetree's Total Word and WordPerfect's Wordperfect 5.0. Each package offers page previewing functions, typefaces, and such high-end word processing features as a thesaurus and spelling checker dictionary. Total Word features newspaper-style columns, redline, strikeout, and comments functions. Wordperfect 5.0 features line and box drawing, multiple column display, and Hercules RAM Font support. Both Lifetree and WordPerfect feel the **desktop publishing** functions in their respective products will satisfy most user requirements.

TEXT:

Word processing and DPT being unified

NEW YORK -- As the worlds of **desktop publishing** and word processing become more intertwined, software developers are moving to meet the demand for integrated software packages that offer both word processing and **desktop publishing** features.

This view, proffered by Pam Bliss, an analyst with Dataquest, the market research company headquartered in San Jose, Calif., is reflected by vendors entering this emerging market including Lifetree and Wordperfect, the two newest entries in this evolving category.

Alan Ashton, president of Wordperfect, Orem, Utah, said before word processors and **desktop publishing** programs were integrated, the user had to buy both, and switch back and forth between them to achieve the desired results.

In addition, added Camilo Wilson, chairman of Lifetree, Monterey, Calif., an integrated program saves the user the cost of a page layout program, which usually costs between \$495-\$695.

Lifetree's program, Total Word, and WordPerfect 5.0 are each retail priced at \$495, and both vendors believe the **desktop publishing** functions in their programs will satisfy most under requirements.

Each of these programs offer page previewing functions, typefacs and highend word processing features that include a Theasaurus and spelling checker dictionary.

Total Word feawtures font management, and the ability to adapt itself to any printer. It also has built in typefaces plust Postscript, Wilson added.

Lifetree's program offers newspaper-style columns, redline, strikeout and comments functions, **mail list management**, macros, file **management**, forms printing and math functions.

WordPerfect 5.0 does not feature Postscript, but a Postscript driver instead. "We've been working closely with Adobe and our Postscript driver will provide Postscript at the printer-end," Ashton claims.

Wordperfect program also offers line and box drawing and multiple column display as well as Hercules RAM Font support, Ashton said.

Total Word is "already customized for scientific and engineering markets because it also has a built-in 450-character-symbol set. It also includes foreign language fonts for French, Greek, German and Spanish," Wilson said.

Upgrades to version 5.0

WordPerfect is offering an upgrade program to version 5.0. Recent buyers of WordPerfect 4.2 will get 5.0 free and those who purchased it before February can upgrade for \$50.

Both vendors are targeting a portion of their installed base as

prospective customers.

Lifetree's VolksWriter has an installed base of 250,000, Wilson claims, and the chairman noted that the company hopes to sell 20,000 copies of Total Word by year end.

Ashton claims WordPerfect's installed base is 500,000 to 1 million users, and he would like 20 percent to 40 percent of the installed base to upgrade to WordPerfect 5.0.

Total Word will be sold through resellers and through distributors.

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ABSTRACT: The \$35 Client List mailing-list software package sold by Navic Software is a simple program written in BASIC that has a 250-name limit. The program incorporates two two-character fields. For program use, the user must make very basic menu decisions to begin functions like editing or adding names, choosing records, or printing. The entry screen is old-fashioned and cannot be customized or altered. The user-friendly program is limited, but it does provide effective production of mailing lists that do not surpass 250 names and that do not duplicate last names; it requires 64Kbytes of RAM, DOS 1.1 or later, BASIC, and one disk drive.

TEXT:

Client List

If your mailing-list needs are very simple, you may have to look no further. Client List is a BASIC language program suitable for mailing lists with no more than 250 names. Client List's performance may be limited, but the program costs only \$35, providing no-frills mailing-list management at a no-frills price.

Client List is Navic Software's main program. The offspring programs use most of the same BASIC code but sell at still lower prices and are single-purpose lists that are less flexible than Client List. The Christmas card list program, for example, cannot print labels in ZIP code order. List n Label, another of Client List's spin-offs, is briefly reviewed separately in this article.

All you have to do to use Client List is load the BASIC programming language. Otherwise there are no special installation or configuration steps. Client List comes with just two pages of documentation. You're told to load BASIC and start the program. Fortunately, you don't really need much instruction to run the program. There is no tutorial, but you can probably survive by following the simple menus and prompts. If you know that you need very complete written documentation, this software is not for you.

When you run Client List, you make very simple menu selections to start functions such as adding or editing names, selecting records, or printing. The record-entry screen is a simple vertical list of field names. You cannot customize or change the entry screen at all. It's primitive, but it does work. Client List is limited to 250 records. Two coding fields are available, category and classification. You can sort by either of these fields, but not both. Client List sorts records by last name automatically, and you can specify ZIP code sorting when printing labels.

That's about it. You enter names and addresses and use two fields for coding. You can print labels in alphabetical or ZIP code order or as sorted by either of the two sort codes. These limited functions might make it for some small lists. Limitations are fine when you know what they are; when you have to discover them on your own, however, limitations and problems are much more aggravating. The customer-support people at Navic were very free in admitting their program's shortcomings, but they didn't even know about one of the problems, which is that you cannot call up a record on the screen if that person is the second or greater in your file with the same last name. You can work around the problem by first going to the preceding record and changing the name temporarily, but you shouldn't have to do that.

Client List also truncates entries that are too long. If you type in more than fits in a field, the last letters just disappear. This can be pretty dangerous if you don't notice it. Client List sets up a list as one file with 250 entries, and it will not let you delete individual records.

If you want to get rid of a name, your only alternatives are to replace the name with blanks or to overwrite the information with another person's data.

There is also no way to leave the program gracefully. When you're done working with Client List, you have to break out of the BASIC program by holding down the Ctrl key and tapping the Break key.

You are not able to name files; Client List works with just one file and loads the file itself. Also, you must use capital letters for commands, which is not mentioned in the brief documentation and might be tough to figure out for the beginners for whom this program is intended.

Client List will do your job if your list consists of no more than 250 people, no two of whom have the same last name, and if you can live with the program's limitations. The best things going for Client List are price and simplicity. Since you can find much more serviceable programs for only \$15 more, I'd suggest you keep on looking.

Client List

Navic Software

P.O. Box 14727

North Palm Beach, FL. 33408

(305) 627-4132

List Price: \$35

Requires: 64K RAM, one disk drive, BASIC, DOS 1.1 or later.

In Short: Client List is an extremely limited BASIC mailing list program that can handle only 250 names. Two two-character fields. Not copy protected.

Data*Easy PC **Ultimate Mailer**

Data*Easy is a programmer's **mailing - list manager**. It comes in uncompiled BASIC, so that the programming is easily accessible (in fact, you can exit the program to either BASIC or DOS), and is organized in the kind of linear manner that is probably very comfortable for those used to dealing with software in that manner. However, other users may have trouble.

When you enter Data*Easy, you are introduced to a long list of functions in alphabetical order. Unlike most other **mailing - list managers**, which tend to group functions in some sort of logical fashion, this program simply lists them all alphabetically in one central menu. Although this does put all the editing and printing functions together, new users still must scroll through at least three screens before they have seen all the various choices.

Data*Easy's input screen begins with a system of sort keys and record numbers. Both can be either entered by the user or generated automatically by the program. In the latter case, the record number is simply the next number in line. The sort keys are the first initials of the last- and first-name fields.

Once you have hit return to pass the sort-key field, you are in a 15-character select-codes field into which you can put any type of alphanumeric code you have chosen for identification. Data*Easy includes a unique feature here--when you put a Z in the 11th position, the program automatically drops the ZIP code into the last five positions.

One of the program's nicer characteristics is a 24-character note field that appears at the bottom of the input screen. Each note has its own number and date, and therefore you can have up to 99 notes attached to each entry--one example of Data*Easy's flexibility.

Data*Easy allows you to sort your file on almost any field, up to eight fields. You can also do a variety of select functions, though, in this case, the program encourages you to do your select on less than the full field, since it is faster; however, you can do it either way.

In fact, Data*Easy, Version D, has many versatile features which, if you're thoroughly acquainted with the program, could come in handy. (Versions A through C have fewer features and their prices vary accordingly.) For example, users are encouraged to type names in last-name, first-name order for better sorting; if you don't want your labels to read that way as well, you can reconfigure the program to print the names in "reverse" sequence.

But the fact that you had to go through the trouble of making that change puzzled me: Are there many corporations out there who prefer their mailing labels to read "Doe, John"?

Unfortunately, Data*Easy's many good qualities are clouded by the

program's general awkwardness. You really do have to take the time to explore and experiment with the program before you can use it properly, and some knowledge of BASIC wouldn't hurt either. The folks at Data Consulting Group have a good idea of what functions are needed in a good **mailing - list manager** ; a little research into ergonomics might be in order.

Data*Easy PC **Ultimate Mailer** , Version 2.0

Data Consulting Group

18 Hector Ln.

Novato, CA. 94947

(415) 883-2300

List Price: Version A, \$95; Version B, \$125; Version C, \$150; Version D, \$225.

Requires: 64K RAM, one disk drive, BASIC, DOS 2.0 or later (DOS 1.1 version available upon request).

In Short: Data*Easy contains a great many features and a high degree of flexibility, but users may be put off by its general awkwardness. Select code and note field. Copy protected--there is a 50 percent surcharge for non-copy-protected versions.

FastPak Mail

How about a personal guarantee that software will work? FastPak Mail's manual starts with a letter from the president of DHA Systems & Software promising just that. This stance in an industry that usually guarantees nothing is impressive and reassuring. FastPak Mail is a modern program with nice screens and several sophisticated features that make it stand out from some of its older and more sparsely featured competitors. At \$79.95, DHA Systems & Software's product deserves a close look for small to moderately large mailing lists. When you register your software the company sends you 1,000 free mailing labels, a nice incentive for users and a good way for DHA Systems & Software to build a list of customers for future updates and other products.

Don't expect to take a long time learning this program. FastPak Mail has on-line, context-sensitive help screens. The help screens combined with comprehensive prompting menus and a good manual are probably all you'll need to get up to speed with the program very quickly.

FastPak Mail will save up to 65,000 records. According to the publisher, however, the sorting routine will work with only about 10,000 names, so you should heed that warning and split your lists if they are very large.

The main component of the program is the FastPak Mail menu. From this place in the program, you choose several of the program's many features or you select a submenu that will take you to another, similar menu that lists more-specific choices. At all times, hitting the Esc key takes you back to the previous menu. Common sense shows very clearly in the design of this program.

To speed data entry, you can configure the program to skip the company field if few of your names include or require company information. Even if it is configured out, you can get back into the company field if you want to save that type of information for selected individuals.

FastPak Mail automatically saves records after every fourth record. A nice feature that can save disk storage space, and mailing costs as well, is a duplicate-entry-checking feature that will display all duplicate names to give you the chance to delete space-wasting copies.

Another nice feature is the pattern search, with which you can make the program search all fields in all records, looking for all or part of a name or text string. So if you know that somewhere buried in your lists is a person or company with the word Frost in its record, you can just specify that the program search for Frost and any record with that particular text string in any field will be selected and displayed.

This facility is particularly helpful for those times when you think you have a record for a company with a certain name but don't know where to find it.

For those times when you need to go out to DOS to find information about a file or disk or to make room on a disk, FastPak Mail includes a DOS utilities function that will let you run particular DOS commands from within the program. This feature is a real time saver.

FastPak Mail will let you choose predesigned label formats and print labels up to 25 across. You can also program custom report formats.

I had no problems at all running FastPak Mail and can find nothing to

complain about. Its intuitive design and many features make it a good choice for most mailing-list jobs.

FastPak Mail, Version 2.0

DHA Systems & Software

832 Jury Ct.

San Jose, CA. 95112

(408) 947-1001

List Price: \$79.95

Requires: 256K RAM, one disk drive (two drives recommended), DOS 2.0 or later.

In Short: FastPak Mail is an excellent buy. It has many helpful features and has extensive report customization ability. Reference field for coding. Not copy protected.

Flowmail

Flowmail is a simple, nuts-and-bolts **mailing - list manager** that is both produced and marketed by Flowsoft Custom Programming, which is a one-man operation. As with many programs produced by small companies, Flowmail does its job well but does not contain any of the refinements that can be found in its more substantially supported peers.

The main menu lists your options at the outset. The first, File Management, controls both file creation and update. Once you have named your new file (but before you enter the input facility), you can choose to carry over various information, including address and user coding fields.

The Spartan input screen includes fields for company name, first and last names, two address lines, city, state, ZIP, and phone fields, and fields for user coding labeled Print Codes and Data Line. From this area, you can also do a search on the entry number or last name, or scroll through previous entries.

Flowmail seems to be distrustful of your tendency to delete unnecessarily. During data input, I found that while I could type over mistakes, I could not delete any information. The record-delete function does not really eliminate records --it simply gives them a Delete label so that the program ignores them during printing and listing operations. If you change your mind at any time, you can use the update function to restore the entry.

There are also routines for eliminating duplicate entries, merging files, and creating mail-merge files.

Before you perform any listing functions, you must first sort your file. You have several options here: Flowmail will create index files in alphabetical or numerical order for the ZIP code, company, last name, record number, state, or data line fields.

Two different options support user output. Lists produces a simple columnar report on your screen or printer (you can include either all information or select four fields), while Labels produces a number of basic label types, including options for Rolodex cards and envelopes. Before printing, you are offered several options, including starting and last record number and whether you want condensed or regular type (the default is condensed).

Flowmail is a clean and useful, if limited, product. But considering the sophistication of some of its less expensive peers, Flowsoft may want to reconsider the software's relatively high price of \$100. If you want to try it out, you can obtain a free demo disk that self-destructs after 30 days.

Flowmail, Version 2.0

Flowsoft Custom Programming

875 Franklin Rd. #1635

Marietta, GA. 30067

(800) 628-2828, ext. 886; (404) 428-4028

List Price: \$100

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: Flowmail is a simple program that does its job with little fuss and bother. Print codes and data line for coding. Not copy protected.

KeyMailer

KeyMailer from Softkey Software Products is as slick and professional as any **mailing - list manager** on the market today. Unlike many of its competitors, the programming is smooth and well planned, including context-sensitive help files, an easily decipherable menu structure, and superior functionality.

This is obvious in the way in which KeyMailer is organized. Its opening menu is divided into Entry & Editing (for adding new addresses or doing search-and-edits), Maintenance (for deleting and sorting addresses), File Generation (for mail-merge functions), Labels (which is in itself divided into categories for small and large address labels), and a large variety of available list types, including a full address list, a variety of abbreviated formats, and two types of rotary card formats.

The entry (and search-and-edit) screens include both a salutation and a title field, one phone field, a country field, a contact date (which can be automatically generated by the company), and five user-coding fields, labeled comments, identifier, and codes 1, 2, and 3. You can push the F8 function key to "ditto" the previous address and F9 to quickly produce a label or envelope from that specific entry.

KeyMailer has an interesting autoscan feature that, when toggled on, automatically searches for a name as soon as it has been entered into the name field. This not only aids in quick-search functions, but automatically prevents duplicate entries. However, it also slows things up considerably, so that Softkey recommends it be kept off when you are entering long lists of data.

Another powerful search feature involves using the @ wildcard symbol. You can do a search of partial information in a field by preceding the phrase by the @, or, if your memory is really poor, you can use @@, which will search through every field in every record for that particular phrase.

Whenever you choose to print labels, you are first taken to a selection screen where you can select on any of the fields using a variety of variables, including the @ function, fencing (which will select between two values), either/or, or <>. These comparatives are also available for data searches.

Once you have made any selections, the report sequence control allows you to change your key field (providing it has been sorted), report order, or output facility. KeyMailer also includes a special feature called update record processing, which allows you to make global changes to your file.

KeyMailer is an excellent, professional-level **mailing - list manager**. Since Softkey has also recently eliminated one of its few inconvenient qualities--its copy protection --it is that much easier to recommend it for those companies who are looking for a higher-end product.

KeyMailer, Version 3.0

Softkey Software Products Inc.

20626 Black Rd.

Los Gatos, CA. 95030

(416) 598-5033

List Price: \$149

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: An excellent, professional-level **mailing - list manager** for businesses with substantial needs in this area. Five coding fields. Not copy protected.

Label Express

Seymour Papert, the father of Logo, said that just because computers can be used to do something doesn't mean they should. This concept fits the Rolodex, a standard business tool for years. Many microcomputers still share desk space with a Rolodex-brand cardholder. Sure, computers can maintain a list of names, but in order to find someone you have to turn on the computer, start the appropriate program, and then issue the correct commands. If you are trying to find just one name, you can often find it quicker with a Rolodex.

The drawbacks of a Rolodex card file and other noncomputerized methods of storing names are that you can only look up names by the order in which they are stored (usually alphabetically by last name or by company, sometimes by both if you use two cards per person), changes usually require typing or writing a whole new card if you want to keep it neat, and any kind of printing, such as mailing labels or selected lists, requires manually searching for and then retyping the needed information.

So while the Rolodex and its imitators remain the most convenient tools for quickly looking up information about one person (assuming you know where to look), most other tasks involving lists of names are improved by computerization. Many people have both a Rolodex and a computerized name file. Since the Rolodex was there first, in those offices that have only one place where names are kept, that place is most likely to be a Rolodex.

Rolodex Corp. now covers both worlds with Label Express, an excellent mailing-list program that prints name, address, and telephone information on Rolodex cards. Label Express also prints in other formats, including mailing labels and selected lists.

Label Express comes with a terrific manual and incorporates several fairly sophisticated features. At \$49.95, it's a sure winner and probably a good way to sell Rolodex cards as well (if I sell you a razor, you'll need to buy blades). You can theoretically use Label Express with any size list, but my technical contact at Rolodex told me it recommends lists of no more than 500 names to maintain adequate sorting speed. When you start a new list you tell the program how big the list will be after all the names are in. The default list size is 500 names.

It's easy to keep multiple lists for different purposes (just as many people keep more than one Rolodex card file). Label Express displays the names of up to ten lists on one disk drive. Actually you can have more than ten lists per disk drive, but only the first ten will show up on the program's list selection screen.

When you enter name and address information with this program, you type it in a screen representation of a mailing label. You have total control of how to use the space, and you are not restricted to specific fields. This method of entry is helpful because information that just won't fit usual formats can be easy to put in if you can type it in anywhere you want on a label. There are separate fields for a reference key (usually last name), ZIP code, and a 10-character selection code, as well as a telephone field and a notes field. The program also keeps track of record creation and modification dates. For entering or editing names, Label Express uses the somewhat standard WordStar cursor movement codes. These codes are a standard used in many other programs, but because they will be new to many people who decide to use this program, there are lessons in the manual specifically covering Label Express's keyboard use. The documentation for Label Express is professional and complete.

HELPFUL HOW-TO APPROACH

Unlike the manuals for several of the programs in this survey, Label Express's has a full index and several appendixes--and even includes a handy quick-reference card. The manual uses a how-to approach to all functions of the program, including merging. When you enter names, Label Express performs a convenient duplicate check using the reference code field contents. If the program signals that you've entered a duplicate record based on the reference code, you can then change the record's contents, delete the record, or save it as is. You can also turn duplicate checking off if you choose.

There is also a "ditto" key capability for entering repetitive information, but unlike some programs that always remember the field contents of the previous record, the design of the ditto feature in Label Express is inconvenient to use for a single record. It's more useful when several records contain the same information in one or more fields.

You can search for names in Label Express in one of two ways: by exact match or by a sound-alike method. The sound-alike procedure works fairly well but requires that the first letter in the search word be the same as in the entered word. With this feature, for example, you could find a record containing the name Centurion by entering Century.

When you print labels, you can specify up to 999 copies. There are several predefined printing formats, including labels, Rolodex cards (of course), listings, envelopes, and badges. You also can design special formats yourself.

While there is a great deal to like about Label Express, there are a few minor points that could bear some improvement. Label Express makes its own subdirectory during installation. The installation instructions give key-by-key prompting, but the process may still be confusing for inexperienced users. If you don't allow Label Express to assign its own subdirectory name, the program just doesn't run correctly. Also, Label Express doesn't get date information from the computer system. Resetting the date is a cute routine using the Plus and Minus keys, but you really shouldn't have to do that. It would be so much easier and efficient if Label Express used the computer system date.

Label Express has the backing of Rolodex Corp. and is listed in many business and office supply catalogs, often next to the ads for Rolodex cards. The company probably sells a lot of copies because of this exposure.

If so, its success is deserved; this program gives you a lot of performance for the price.

Label Express
Rolodex Corp.
245 Secaucus Rd.
Secaucus, NJ. 07094
(201) 349-3939

List Price: \$49.95

Requires: 64K RAM, two disk drives, DOS 1.1 or later.

In Short: Label Express is an inexpensive program ;with a great manual and many features. It would be hard to go wrong with this one. Reference key and coding field. Not copy protected.

Label Master

Label Master, from RKS Associates, is one of those programs that restores your faith in the triumph of the underdog. It is a highly efficient, refreshingly simple, and very useful **mailing - list manager** that is distributed through the shareware, pay-if-you-like-it system--whose creator has, in fact, decided to abandon an attempt at traditional marketing in favor of relying on the enthusiasm of his customers.

When you enter Label Master, you are immediately introduced to the main menu, which occupies the top half of the screen, and the entry/edit area, which takes up the bottom half. Label Master's entry forms contain separate last-name and first-name fields and include the usual spaces for company name, full address, and phone numbers, along with a user-coded field labeled Notes.

The menu offers 12 choices: you can choose to add a new record, delete/recall a record, edit or display a record, or scroll to the previous or next record. You can also toggle the index according to either the last name or ZIP code (Label Master maintains both), print out the entry that is currently being displayed, or flip to a notepad facility that has 60 short lines for messages (the message already entered suggests it be used to keep a record of a coding scheme for use in the Notes field).

One of the most interesting features of this program is the way it provides a fail-safe for deletions. When you "delete" an address from your file, it actually becomes "inactive." It is still there, but simply does not appear on any printed lists. You can restore inactive records or delete them fully through the Utilities feature, which, along with Print, is also accessed from the main menu.

The Utilities menu also contains several small services of the kind that may not be absolutely necessary but are extremely helpful to have around. My favorite is a state/ZIP code function against which you can run your address list. Any entries that contain wrong state abbreviations or ZIP codes (it checks the first three digits) will be noted. You can also check for duplicate records, sort your list according to last name, ZIP code, or organization, import or export records, get an entry count, or arrange to address envelopes.

Label Master produces up to four labels across in a variety of sizes. It also produces a columnar report format (termed a Directory) that lists the various entries in a simple but readable manner. The Print menu gives you a wide range of choices for printing out your labels, including a choice of regular or condensed print, whether or not to print the phone numbers and notes, and whether to print by last name or ZIP code order.

In short, Label Master is inexpensive and effortless, and produces neat, well-organized labels. Unless you feel the need for a more sophisticated report format, I would give this excellent shareware program a long, hard look.

Label Master, Version 3.0

RKS Associates
3820 N. Ditmar Rd.
Arlington, VA. 22207
(703) 536-7814

List Price: \$35 (shareware).

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: This excellent shareware program is easy to learn, works quickly and well, and gives more for your money than many more expensive programs. One 30-character note field for coding. Not copy protected.

EDITOR'S CHOICE

. KeyMailer

. Label Master

The **mailing - list managers** covered here tended to cluster at the lower and higher ends of the spectrum, from quick-and-easy, simpler programs to complex, corporate-oriented products.

On the lower end, Label Master is a slick shareware product whose vendor obviously knows what it takes to make software easy to use and highly utilitarian. Although it is, necessarily, somewhat limited in scope, it provides all the features needed (along with a few extras) to enable users to produce clear, well-managed mailing lists and labels. The runner-up, Oxford Mailworks, also provides a nice range of features, together with an excellent on-line help facility which would be ideal for computer-shy employees.

On the upper end of the scale, KeyMailer is a flexible, well-structured product that provides users with many of the features found in more complex database software, including adequate user-coding facilities, a wide range of comparatives for use in selection and sorting, and a complete assortment of label and report formats.

List&Mail

It is always interesting to come across a software product with an original approach. Avery International Co.'s List&Mail approaches the concept of a **mailing - list manager** not as a restricted form of database, but as an entirely unique type of software.

It does this by totally separating the base of names and addresses from its sorting, selecting, and printing functions into four separate programs: address manager, list manager, form manager, and print manager. All addresses are entered into a main listing through the address manager. This listing is your informational base: you can add, delete, or search for entries, but you cannot otherwise manipulate the data.

Once your addresses have all been entered into the main datafile, you then pass on to the list manager. This allows you to create separate sublists with addresses drawn from your main file, using one of two processes: manual or automatic.

In manual mode, you page through your main datafile, indicating to the program each entry you want to be included in your new list. Although this can be a painstaking process, manual lists have one advantage: they can contain new information that is not in the main file.

In automatic mode, you draw your entries directly from the main file by selecting on one or two criteria: for example, all entries that do not have "NY" in the state field, or that have the same user code (List&Mail's input screen includes four one-character "list indicators"). Because this list is totally dependent on its parent file, the information it contains cannot be changed; however, it can be sorted on as many as two fields in either ascending or descending order. New addresses are added to the main entry base, after which you must perform an update function on your automatic list. At that point, you can also change your list's selection criteria.

The form manager sets up the format in which you will output your data. It also contains one of List&Mail's more irritating features: Avery, also a top manufacturer of labels and other printer forms, evidently wished to encourage users to buy its products; hence List&Mail lists Avery's stationery order numbers rather than descriptive phrases to indicate which type of label you can choose to print. Some salesperson may have considered this a clever marketing ploy; I consider it a nuisance.

If none of List&Mail's prepared forms suit your needs, you can adjust an existing format or create a new one by filling out a "form specification" screen through a simple but flexible process that takes little or no programming ability.

There are also a few extra features that add to List&Mail's utility, including a basic word processor that can be used to create business letters and notes, and a very nice Playback feature--similar to those found in many communications programs --that records any series of actions and plays them back. I found that Playback sped through a list update, sort, and print routine in less than half the time it would have taken me to perform the same actions manually.

Avery obviously has its List&Mail **mailing - list manager** targeted at the business community that wants few frills and lots of efficiency. For the most part, it has provided a fine product for the purpose.

List&Mail, Version 1.1

Avery International Co.
777 E. Foothill Blvd.
Azusa, CA. 91702-1358
(818) 969-3311; (800) 423-6518
List Price: \$59.95

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: An efficient and interesting **mailing - list manager** which includes several handy features not supplied by its competitors, including a Playback feature and a basic word processor. Four one-character "list indicators" for coding. Not copy protected.

List n Label

It can't possibly get any simpler than this. List n Label is a spin-off product of Navic Software's Client List program (also reviewed in this article), and it, too, will hold only 250 names. It automatically sorts them in last-name order or by category, but it won't let you sort by ZIP code or in any other order.

List n Label is a BASIC program that costs only \$12, but because of its limitations I'd suggest you set your sights a bit higher. To give the program its due, List n Label is easy to use. The toughest part of it is starting BASIC and loading the program. If you can handle those steps, the rest of the process is a breeze. There are no other installation steps, no tutorial, and practically no documentation, since there are just two sparsely filled pages of instructions for starting the program.

Working with List n Label is just like working with Client List, except that there's even less to do. Simplicity is nice, but in this case it's too constraining. Everything about List n Label is already decided for you. Your 250 names must fit into predetermined fields, including one category field that lets you enter two character codes. List n Label will sort by last name or by the category field, but if you want to print your labels in ZIP code order, forget it.

If names or addresses don't fit into the field sizes, you must abbreviate. You also cannot print labels more than one label wide.

All command entries have to be in capital letters, and the only way to leave the program is to hold the Ctrl key and tap the Break key. If you have two people with the same last name, you'll have a tough time editing the second one because the searching process will continue to find the first instance of the name, not the second. If you can remember, and live with, those limitations, List n Label may be just the program for you.

In sum, List n Label is an inexpensive, barely functional program.

It works, but I'd recommend at least stepping up to its big brother, Client List, although that program shares most of its limitations.

List n Label

Navic Software
P.O. Box 14727
North Palm Beach, FL. 33408
(305) 627-4132
List Price: \$12

Requires: 64K RAM, one disk drive, BASIC, DOS 1.1 or later.

In Short: List n Label is an inadequate mailing list program that sorts 250 names in last-name order only and prints labels just one wide. It could be OK for the simplest lists, but most will outgrow this program rapidly. Twelve character fields for coding. Not copy protected.

List Pro II

List Pro II includes many special-purpose fields and features that would have little value for many lists but are terrific for customer tracking. The program is a bit awkward to use and can't be called user friendly by any means, but it sure has loads of functions. If your customer listing and tracking needs fit the features and functions of this \$295 program, you should grab it and use it. It is possible to use **List Pro II** with a floppy disk system, but the necessary disk swapping would make that configuration impractical.

The program files take up almost a full 1 megabyte themselves. **List Pro II** was designed for use on a hard disk drive system, and that's the only reasonable way to use it. **List Pro II**'s installation routine creates its own AUTOEXEC.BAT and CONFIG.SYS files.

If you have already created those files yourself, don't worry-- **List Pro II** changes their names until you finish using the program. The Finish command will remove **List Pro II** from your hard disk and put back your

original files. It's pretty clear that Professional Publications intends this program to be the only program run on your computer.

List Pro II includes a demonstration that takes you quickly through the program's features. This can hardly be considered a tutorial, however, because you are asked to look up how to accomplish specific steps by referring to the manual. For example, "Use the program Compose Custom Letters to write a letter to one of the customers you added to **List Pro II**." The only way to use Compose Custom Letters is to follow the manual very carefully. **List Pro II**'s demonstration/tutorial system is just one step above being told, "Learn it by using it."

The program is also unfriendly to use. Its menu structure requires you to use the Enter key to move down through items. You activate the desired alternative by pressing the Esc key (a reversal of the normal use of this key). If you go past the selection you want, you have to go to another menu to reload the menu you just left. **List Pro II** also insists that you use only capital letters when issuing commands and for filling in many fields.

I found myself out of the program once when trying to print labels. The printer configuration was wrong, and in order to stop the printing I tried the Ctrl-Break key sequence. Printing stopped, all right, and so did the program. All that was left on the screen was the DOS prompt C>. I later learned that there is no way to stop printing once it starts without aborting the program. This is inconvenient.

FEATURES AND FIELDS

And now for the good news. **List Pro II** has many special features. The Company Configuration function allows you to determine several default settings such as sending compressed type to the printer, converting all entries to uppercase, making some of the code fields required fields, and using a security code. You can set the maximum number of records, the security code itself, drive settings, and up to five optional flag descriptions. You can search records by any or all of the following fields: last name, company, ZIP code, phone number, sequence number, match code, and record number.

The program includes state abbreviation code and ZIP code checking, as well as fields for catalog requests, first order date, and Do Not Mail To, Do Not Rent Name, and Bad Debt fields. Some special functions for customer tracking include fields that will update and figure out the number of orders, number of items ordered, total dollars in orders, average order amount, and date the last catalog was sent. Most **mailing - list managers** will not even allow this many fields, let alone do the figuring for you.

List Pro II includes a line editor that will let you create documents up to 500 lines long. You have limited formatting control over margin widths, justification, and centering. If you set the file extension correctly you can import ASCII files created with other editors as well.

List Pro II is preset for four wide Cheshire-formatted labels. Other report formats are possible but require user customization. The manual includes extensive program documentation and file structure information, as well as a listing of error codes and a complete index.

List Pro II is difficult to use and too much program for many users. If you are in the mail-order business, however, this program is worth thousands of dollars. If you buy it for \$295 and then set up special fields, reports, and system defaults to meet your own needs, you will be far ahead. Then you can train someone else to use the program.

List Pro II

Professional Publications Inc.
1250 5th. Ave.
Belmont, CA. 94002
(415) 593-9119

List Price: \$295

Requires: 128K RAM, two disk drives (hard drive recommended), DOS 3.0 or later.

In Short: **List Pro II** is a difficult, often awkward program that is loaded with special features for mail-order and other retail customer tracking applications. Five customizable flags for coding. Not copy protected.

Mail-Track-I with Letter Merge

The people who designed Mail-Track-I with Letter Merge put the user first. Mail-Track-I is a very flexible program suitable for small to

medium-size mailing lists of up to 2,500 names. The program is completely menu driven and includes some impressive features, as well as a merging program for form letters. Mail-Track-I is a good value at \$49.95.

Sapana Micro Software, Mail-Track-I's publisher, has added several touches to the program's design and operation that reflect both concern and respect for users. For example, all you have to do to install Mail-Track-I is make backup copies of the disk. When you run the program, it loads into RAM, so you can remove the program disk. You are invited to report bugs to Sapana, in return for which you are promised a replacement program within 1 week for no additional charge.

When you start Mail-Track-I, you can change the background and foreground colors simply by tapping the Enter key while you're at the main menu. Each of these features alone is convenient; together they reflect a considerate attitude.

The program's manual is designed to work on three levels. Those who hate to read documentation will find a one-page, quick-start overview. For those who read manuals selectively, there is a guide that tells you which sections to look at for particular purposes. Manual hounds can read the whole manual in under an hour, and, except for occasional grammatical errors, it's refreshingly readable. There is no tutorial with Mail-Track-I, but that's probably all right for most parts of the program. The one part I would like to see more help with is merging. A step-by-step tutorial for the Letter Merge feature certainly would be helpful.

The program includes a 34-character message field where you can put notices such as "Attention--Keep This Letter" or whatever you'd like. This feature is very handy. There is also an eight-character coding field that you can use to identify subgroups within your lists. Later on you can print only those entries that match your code pattern. You can also use this feature to build smaller lists from a master list by selecting by codes and outputting matching records to a new file.

Mail-Track-I includes a Dupe Warning Switch that can be turned off. If you are entering many names in the same ZIP code, you'll want to turn the Dupe Warning Switch off because it tests for the same last name, first letter, and ZIP code. Mail-Track-I also lets you enter titles and nicknames in the name field if space allows and gives you a way to use them in custom reporting.

Mail-Track-I maintains lists in ZIP code order automatically. You can sort by any field. A somewhat unusual feature is the ability to have both domestic ZIP and foreign postal codes mixed within the same file. The program uses a comprehensive, helpful label-printing configuration screen that lets you see all of the printing settings for the current label run. This level of control and monitoring is very desirable.

There is a lot to like in Mail-Track-I. I found it to be a feature-laden program that gives very good value for \$49.95.

Mail-Track-I with Letter Merge, Version 1.35

Sapana Micro Software

1305 S. Rouse

Pittsburg, KS. 66762

(316) 231-5023

List Price: \$49.95

Requires: 128K RAM, one disk drive, DOS 1.1 or later.

In Short: This program is loaded with features and is terrific for lists of up to 2,500 names. Classification code for coding. Not copy protected.

Mail-Track-II with Letter Merge II

Mail-Track-II with Letter Merge II is a hot product. If you can't find the features you need in a **mailing - list manager** in Mail-Track-II, then you may need a customized program. Mail-Track-II is the big brother of Sapana Micro Software's Mail-Track-I and includes all of its sibling's features, plus much, much more. This powerful product is more than worth its \$95 price tag.

Sometimes powerful programs are difficult or awkward to use. Even though Mail-Track-II has many features, it still runs nicely with explanatory menus and prompts. The manual does a good job of explaining the program's various features. You may find that this program lets you do things you never even thought were possible to accomplish with your mailing list. For example, Mail-Track-II includes a software switch for turning on or off the automatic indexing and sorting functions. This feature really

comes in handy when you're entering a lot of names at one time and don't want to wait around for the program to index and sort after each entry.

If you want to use the standard defaults, there are no special steps to install Mail-Track-II. If you want you can customize such settings as colors used, printers, duplicate-entry-checking level, numbers of fields, label formats, sort key fields, and so on. All that's necessary to set the start-up defaults is to use an ASCII line editor to change selected values and entries in the setup files. This easy way to customize default settings is one of the most powerful features in Mail-Track-II. The program comes with several templates for prewritten alternate setups of the program that accommodate different kinds of lists, a helpful touch.

Mail-Track-II is designed for medium-size to fairly large mailing lists. The maximum file size is 32,766 names. There are six levels of duplicate-entry-checking sensitivity, ranging from no checking at all to requiring that all sort keys, first name, initial, and last name be the same before the program alerts you to having a duplicate name on file when you are making a new entry.

Several different report and label formats are included with this program. You can select up to 20 report designs by number, including those you design yourself. The program includes formats for Rolodex cards, name badges and lists. Mail-Track-II also has a facility for sending control characters to your printer for bold printing, italics, or other special effects supported by the printer.

The merging component of Mail-Track-II is beefed up from that in Mail-Track-I to include, in addition to other features, the ability to set default merging entries for specific fields. To aid in data entry or merging capabilities, Mail-Track-II will both import and export comma-delimited ASCII files.

The bottom line is that Mail-Track-II is a tremendous program. For \$95 you get a program that will probably meet most of your mailing-list-management needs.

Mail-Track-II with Letter Merge II, Version 1.21

Sapana Micro Software

1305 S. Rouse

Pittsburg, KS. 66762

(316) 231-5023

List Price: \$95

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: Mail-Track-II is a very powerful, feature-laden program that is quick and fairly easy to use. A good choice. Three coding fields. Not copy protected.

Mailer

You can tell when a program has been designed to meet the needs of its intended market. Mailer, a sturdy program that is easy to use and quite accommodating, is such a well-planned product. Maurizi Associates' program has somewhat limited indexing and custom reporting capabilities, but that should not detract from its solid value. Previously priced at \$150, Mailer's new price of \$79.95 makes it an attractive choice for mailing-list management.

You don't have to do anything special to start to use Mailer. The only customizing you might want to consider is color. You can use the DOS DEBUG program to change Mailer's colors, but, while this process is explained well in an appendix in the manual, it is difficult for novice users. If changing colors is that important, there should be an internal routine to do it.

Other than color customizing, which most users will ignore anyway, all other features and functions in Mailer are designed with the user in mind. The manual is complete and has a gracious style, the content presented clearly and completely. The manual includes a tutorial section that walks you through all major functions.

When you are actually working with Mailer, all operations and functions are performed via menus and prompt lines. Users sometimes forget to refer to the screen when they are confused, but if you can remember to look at the screen and read the prompts, most of this program's operations will become clear.

Data entry with Mailer has several convenient features. Parameters (the way things are entered) are checked for telephone and ZIP-code entries, and so you can't, for example, tell Mailer that someone's

telephone number is Elm Street. State abbreviations are also verified and converted to uppercase. There is a "ditto" key that will copy the field contents from the previous record, a real timesaving feature when it's as easy to use as it is in this program. Mailer asks you to verify each record's contents, after entry. If you accept the contents the program goes on to the next record. Otherwise you go back to the desired field to make changes. This extra step does slow you down a bit (if you have no errors), but only by one keystroke. The program automatically saves new records after every 16 entries.

RECORD SELECTION

Mailer's capability for record selection is very impressive. You can specify up to 20 criteria for record selection. If you need more than 20 search criteria, you should write your own program. One slight twist is that in order to select on one or more criteria you need to output a separate file, but that isn't much of a drawback.

Mailer also has the ability to search an unsorted file. This feature is a convenient timesaver that lets you search for needed information at any time. Mailer allows you to merge separately created lists, but they must be sorted by name, company, or ZIP code.

When you are importing lists, the source file can only bring in one reference field because that's all Mailer's record structure is designed for, which may be a limitation for some files.

Mailer uses predesigned label formats either one, two, or three across with both field and line trimming. In addition to labels, there are also eight menu-selectable report formats, as well as an alphabetical directory of all names. Mailer also has a nice routine for adding the return address for either single or continuous-feed envelopes.

Mailer can be used for mail-merging with WordStar, NewWord, WordPerfect, Microsoft Word, Volkswriter Deluxe, Spellbinder, Select, and MultiMate. Since Mailer exports ASCII files, other programs can use Mailer names as well.

Mailer does have some shortcomings. These are not problems in execution, just features that the program doesn't include. Mailer does not allow indexing, nor does it have a comprehensive custom reporting facility. The limitation of only one coding field, the reference field, is also somewhat constraining.

In all, Mailer is a good buy. Data entry is fairly simple and foolproof, record retrieval is better than average, and reporting in either label or other preset formats is adequate. Mailer's price/performance ratio is just about right.

Mailer, Version 2.5

Maurizi Associates

1344 Fitch Way

Sacramento, CA. 95864-3031

(916) 486-2993

List Price: \$79.95

Requires: 128K RAM, one disk drive, PC-DOS 1.1 or later, MS-DOS 2.0 or later.

In Short: Mailer is a competent mailing-list management program with very good record retrieval capability and a sensible user interface. One reference category for coding. Not copy protected.

Mailing List

Howe Software's Mailing List has been around in various incarnations since 1979. In that time it has been and still is available for CP/M machines and for three generations of TRS-80 computers. The current MS-DOS version (Version 3.0) costs \$99.95 and provides generic mailing-list facility with the main features most users care about, except the ability to merge names with text.

While there is no tutorial provided, the program's simplicity and its clear structure make it easy to learn. The on-screen menus and prompts are simple enough so that, combined with the manual, there's not a lot you need to learn. The company does not charge a fee for user support, so registered users can telephone Howe Software's support line for help. There's no toll-free line, however, so it will cost you for the phone call.

Mailing List uses eight predetermined fields and can handle up to 32,767 records. There is a "ditto" key function for making data entry easier. Records are saved after every entry, which protects you somewhat from losing your file with an improper keystroke or because of a power

outage or other problem. You can retrieve records by any field, but you can sort by only one field at a time.

After you type in the field contents, Mailing List redisplayes the information in mailing-label format and asks for your confirmation before it saves the record. Since you enter information in a simple vertical field list, this composite display is a helpful way to check a record's contents.

Mailing List uses a predesigned label format but lets you select label sizes. As well as printing labels up to four across, the program will automatically perform both field and line trimming if necessary to make your labels more presentable. In addition to mailing labels, Mailing List includes two other report types that are very helpful: a master index and an envelope-printing function. The current version of Mailing List doesn't allow any mail-merging, which is unfortunate.

Mailing List also will not export or import files of any type. Not being able to export ASCII files for use with other programs severely limits Mailing List's flexibility. If you want to keep a list of your clients, customers, or members and occasionally want to send a somewhat personalized letter, Mailing List won't suffice. You must reenter all names into another program in order to produce form letters.

Mailing List is a mature program with all the bugs weeded out. It runs very well, but its rudimentary user interface and lack of more-sophisticated features make it overpriced at \$99.95.

Mailing List, Version 3.0

Howe Software

64 Windmill Rd.

Armonk, NY. 10504-2832

(800) 428-7825, ext. 169; (800) 428-7824, ext. 169 (in Calif.)

List Price: \$99.95

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: Mailing List performs most of the expected functions with some attractive extra features such as automatic envelope addressing. "Key group field" for coding. Not copy protected.

Mailing List I

Alphanetics' Mailing List I maintains up to 25 separate mailing lists on one disk. All information about running the program is on the disk, which is convenient if you don't like manuals but is an aggravation if you prefer paper instructions. Mailing List I's features include several unique functions that make it a good program for handling small mailing lists.

This program is a reasonable buy at \$49.95. The program is just a bit tricky to learn at the start, but once you understand it, Mailing List I should be easy to use. Installation of Mailing List I is all done automatically in response to a few user prompts issued from the screen at start-up. The main concern is where the data will be stored. The program makes nice use of color with a very attractive screen.

There is no separate manual for this program. All you get with the program disk is a one-page feature list and a single-page start-up sheet that covers all Alphanetics programs. There are both an on-disk tutorial and an on-line, context-sensitive help-screen system. When you run the tutorial, you have the option of sending all screen output to your printer as well, which is a good idea because you can then put it in a binder and have a manual. Alphanetics undoubtedly has used an on-disk manual to save money, but I'd rather have a real manual.

Mailing List I uses a different tactic from many of the other programs reviewed in this series. You can build up to 25 different mailing lists and then select them from an on-screen menu. This approach is especially convenient if you have to maintain different lists for different purposes or organizations.

A disadvantage of Mailing List I is that you have to tell it in advance how many entries there will be in a given mailing list. Separate mailing lists can be merged, but in no case can a list include more than 2,800 names. The data entry screen is very pleasant to use. In addition to telling you the current drive and filename, date and time are displayed continuously on the screen. You type both first and last names in the name field, and the program finds the last name and uses it for the automatic sort field. If you want, you can override this designation and enter your own choice of contents in the sort field. There are also fields for an attention line, a selection code and comment, and a field that records the date the name was entered.

One of the program's most powerful features is the ability to sort a mailing list by any field. You cannot customize any report formats, but those that exist are selected from a menu and include printing up to four labels wide. You can select label sizes, and the program includes both field and line trimming. Up to 999 copies of an individual label can be printed. Mailing List I has no text-merging capability.

Mailing List I is a good program for someone who maintains a number of small mailing lists. Its merging and reporting limitations make it difficult to recommend for larger applications, but the program includes several admirable features for storing and finding names.

Mailing List I, Version 3.2

Alphanetics

P.O. Box 339

Forestville, CA. 95436

(800) 321-5346; (707) 887-7237 (in Calif.)

List Price: \$49.95

Requires: 128K RAM, one disk drive, DOS 2.1 or later.

In Short: Mailing List I is especially good for people who need to keep several shorter lists. It has several excellent features but will only work with small lists of up to 2,800 names. Not copy protected.

MaiList

MaiList is obviously meant for serious business. Its entry screens give room for a great deal of data, without any frills, and it allows for a wide margin of sort and selection criteria. However, it also has a few ways of making things unnecessarily difficult, and they get in the way of totally smooth operation.

MaiList organizes its entries through an "account identifier," which is made up of three separate factors: a two-character user-determined Executive Code, the entry number (which is automatically generated by the program), and another two-character Subcategory number. The Executive Code is required, and the program will not take you to the entry screen without it. Although this might help MaiList organize its entries, I considered it a definite hindrance.

The MaiList Customer Maintenance (entry) file allows you to enter a great deal of information. It leads off with the various identification fields, including name, company, and account identifier. After that, you can use two address fields, both of which have separate phone and salutation fields. Finally, there are a variety of two-character coding fields, including one labeled "Industry," four for service codes, one for occupation, and a final, 15-character field entitled Special Codes. Like several of its peers, MaiList provides these opportunities for coding under the assumption that you will remember all your various coding strategies; no provision is made for a note or reminder field.

When you want to create labels, you get the Customer Labels screen, which gives you your sort and selection options. You can choose to order your list by account number, last name, company, city, state, or ZIP code; you choose to run either your primary or secondary address. You can also select by all the various coding fields that are provided.

MaiList's search or "lookup" facility is a bit awkward. If you want to change an entry, you must be able to specify its "account identifier." If you don't know it, you can do a lookup, which

allows you to specify up to five letters of the person's name or company name. It then lists the first name that suits the criteria, along with the next several names on your list, and invites you to enter the now-exhibited account number. Even this identification aid isn't made available if you want to delete an entry; you must know its number first.

MaiList's report formats are all 132 columns across, and so you must enter input in compressed type. You can sort it according to account identifier, last name, company, or ZIP code sequence. You can select on these or any of the coding fields, and you can also select either a full or partial listing. You'll find that labels work in much the same way.

Potential users should also be aware that this is one of those fragile programs that have "corruptible" files. In other words, if you lose power or reboot while in the add, change, or delete modes, you can badly damage your files. In this event, MaiList has a reconstruct utility.

MaiList's allowance for multiple-user coding makes it ideal for users who need to be able to subdivide their listings into a large number of different categories; and MaiList's ability to use more than one file is

also a helpful factor. However, those who do not need such an elaborate coding system would probably find MailList less useful than some of its friendlier peers.

MailList I, Version 1.1
Alembic Computer Services Inc.
1306 E. Main St. Suite LL
Mesa, AZ. 85203
(602) 962-8010

List Price: \$59.95

Requires: 192K RAM, one disk drive, DOS 2.1 or later.

In Short: MailList is an excellent program for companies that need a large variety of coding facilities; others may find its insistence on an "account identifier" an avoidable nuisance. Account number with two two-digit fields for coding. Not copy protected.

Mailtrak

TCI Software's Mailtrak is a nicely efficient **mailing - list manager** that may not be quite as polished as some other products reviewed here, but shows a great deal of foresight into customer needs.

Although the product is titled Mailtrak, it is actually made up of several programs: Mailset, which sets the programs parameters; Mailtrak, which is the main entry and editing program; Mailsort, which creates user-chosen indexes; and Mailout, which handles data output.

Mailtrak's entry file gives users more fields than do many similar programs. The input screen not only includes the usual first-name, last-name, and address fields, but also contains two phone number fields, a country code field that automatically drops the name of the associated country into the printed address, and nine three-character numerical coding fields. These include five fields designated Mail Code, which are titled by the user, and four Act. Code fields, which come with associated date fields. Unfortunately, while it is very handy to have all those opportunities to code entries, Mailtrak has no provision to remind users of what their codes mean, a situation not helped by the numbers-only format. Some kind of note or help screen in this regard would be helpful.

Besides a flexible label print function, Mailout gives you a choice of two report formats: a complete listing or a nicely planned telephone list that allows you to choose whether to include a full address, both phone numbers, or a title. Its label function gives users a variety of choices, including number of lines, whether to include record or phone numbers, the number of copies, etc. You can also type in a short message. Although the program will not automatically skip unused address lines, you can decide which lines you wish printed by entering the appropriate line numbers in a special "line order" area.

It also proves flexible in the area of sorts and selects. When you run your file through the Mailsort program, you are actually creating a second index for the file that has been sorted by up to five fields. Thereafter, you can choose to display or print your file in either entry or sort order. You have considerable latitude in selections: you can choose to select on first name, last name, city, state, ZIP code, country, or phone area code (or a combination of these) on a greater-than or less-than (but not equal-to) basis.

Mailtrak does have a few small bugs, most of them attributable to its lack of polish. For example, on several of the select screens, the cursor keys will produce letters, and it is possible to inadvertently erase the on-screen formatting of the phone fields (although this does not affect the printouts). In addition, I was not extraordinarily fond of the entry deletion facility, which simply marks an entry as deleted and never really removes it.

However, Mailtrak is, overall, a rather nice program. It should be especially attractive to those with smaller systems, since it only needs 64K bytes of RAM for floppy disk drive machines and 128K RAM for PC-XTs, but its flexibility and response to user needs should recommend it to a wide audience.

Mailtrak, Version 1.14
TCI Software
6107 W. Mill Road
Flourtown, PA. 19031
(215) 836-1406
List Price: \$65

Requires: 64K RAM for IBM PCs, 128K RAM for IBM/XTs; one disk drive, DOS 1.1 or later.

In Short: A well-planned **mailing - list manager** with enough facilities to recommend it to most small business users. Change of names and sending of first names allowed in coding. Not copy protected.

MBS Mailing Label Program

If one of the justifications for **mailing - list managers** is their ease of use, then the MBS Mailing Label Program from MBS Software doesn't quite make the grade.

This software package is extremely versatile and can be adjusted to suit quite a number of user needs. However, if you intend to give it to a computer novice simply to enter data, you may want to spend a little time with it yourself first.

MBS comes with two disks: a setup disk, which runs your computer through a preparatory procedure, and the main system disk. The first time you start the program, it runs you through a quick file that configures the program for your hardware setup.

The MBS input screen must be one of the most complete that I've come across. It automatically indexes on a primary and secondary name field (if you want to index on a company name, you can put it in the primary field). Other available fields include a designation field (for titles such as Dr. or Mr.), a field for title or contact name, two phone fields, and a separate field for typing in the name that will appear in the first line of the label. Besides the usual address fields, you'll also find a long note field for remarks, a "type of address" code (for country codes), and three two-character user coding files.

Once you have typed in your entry, MBS takes you through several checkpoints along the way--enough to become irritating. It not only stops you after you've added the two sort names to ask if you're sure you've entered the right information, but it also takes you through three more "are you sure?"--type questions once you've hit the end of the entry screen.

The program's elaborate method of selecting entries to print also takes a bit of getting used to. Once you've gotten past the rather confusing screen setup, MBS allows you a large selection of comparative criteria, including equals, not-equals, and greater-than/less-than.

You also have a great deal of latitude when printing out labels or reports, including creating new formats, changing existing criteria, and recalling the most recently used selection criteria. However, unless your needs are satisfied by MBS's preprogrammed formats, you will have to go through the manual very carefully before you can put together your own.

MBS's major advantage is that you can change anything in the program--including entry screens, report formats, and help messages--using the program's query language. Although this gives the program as much flexibility as anyone would want, it also increases the difficulty factor. This is definitely not one of those programs that you can just slip into the disk drive and run--it takes a bit of work and learning time, and you've got to be prepared to spend that time to take full advantage of the program.

MBS Mailing Label Program, Version 3.0

MBS Software

12729 NE Hassalo St.

Portland, OR. 97230

(503) 256-0130

List Price: \$119; with merge and print facility, \$149.

Requires: 256K RAM, two disk drives, DOS 2.0 or later.

In Short: MBS is a very complex program that can offer ;users a great deal of flexibility in their mailing-list management, assuming they want to take the time to learn it. Four two-character fields for coding. Not copy protected.

NamePro

Business needs can vary, depending on whether you are part of a large, international corporation, a national firm of several hundred employees, or a small, local concern. NamePro is a clear, easy-to-understand **mailing - list manager** that is ideal for those in the last category.

In fact, NamePro's main purpose is to produce a portable address list that will furnish sorted name, phone number, address, and comment listings

for a small, pocket-sized notebook. As a result, it is somewhat limited in scope--NamePro creates only one data file, which holds up to 1,000 entries and assumes that your data is on the same disk drive with the program.

The main menu is set up in a clear, easy-to-understand manner. The numbered data functions include add, change, delete, inquire, model (which provides a "ditto" function and also allows you to create simple templates), and print. You can also order up a 19-screen help facility, as well as handy listings of state ZIP codes and telephone area codes. The function keys are put to use predominantly as help keys; they are listed on the right side of the screen and are associated with similarly numbered mailing-list tasks. For example, the F1 key will call up a help screen for task number 1: Add.

The program gives you the choice of entering your data in three different formats: personal, business, and notecard. There are very few differences between the first two: a personal entry has separate last-name and first-name fields, using the former as the key field, while a business entry has a distinct key field and a single name field. Otherwise, they both share three address fields, one phone number field, an eight-character category field (that can be used to select on), a re-sort field (that can contain information that you may alternatively wish to sort on, such as a ZIP code), and four comment fields. The notecard format contains key, category, and re-sort fields, along with seven comment lines. It is mainly useful as a user-created help file--for example, a listing of user codes that will be printed out at the end of a file can be created here.

The delete, change, or inquire functions work in a nicely instinctual fashion. When you choose any of these services, you are given a selection menu that lets you find the desired records by a variety of keys, including last name, whole or partial key words, or the category code. You can also choose to see separate listings of personal, business, or notecard entries, or combinations of these.

The printing function works equally well. There is a large enough variety in either the label, address book, or single-sheet formats to satisfy most user needs, and you can select on either category codes or entry formats.

Unfortunately, NamePro's limited capacity restricts it to the category of personal, or perhaps small-business, software. However, manufacturers of more extensive **mailing - list managers** could take a few lessons from this product on how to present a neat, well-organized package.

NamePro, Version 2.3
Computer Management Corp.
2424 Exbourne Ct.
Walnut Creek, CA. 94596
(800) 443-0100, ext. 158; (415) 930-8075
List Price: \$29.95
Requires: 128K RAM, one disk drive, DOS 2.1 or later.

In Short: A very clear, well-organized **mailing - list manager** that includes a pocket-sized address book, but that is too limited for serious business use. Several comment lines, one category and two resort fields for coding. Not copy protected.

Oxford Mailworks

Oxford Mailworks is an impressive combination of sophisticated graphics display and efficient mailing-list management. In fact, its screen presentation is probably the best of all the programs in this survey and adds immeasurably to its ease of use.

Esselte Pendaflex Corp. is so confident of the program's ease of use that it does not include a printed manual with its disk, but simply encloses a card that explains how to copy and start the program. Instructions are obtainable beginning from the first screen, where you have the choice of entering the program or going through the instructions and into each segment of the program. It even includes a tree directory to let you know where you are in the program. (If you really are helpless without a manual on your desk, there is an option to print out the manual.)

The main entry/search screen is nicely organized. User data is contained within two framed areas. The first contains basic address information, headed off by the sort line, in which a last-name, first-name convention is followed. It is followed by three address lines (the first of which contains the name as it should appear on your listing), and separate

city, state, and ZIP fields. The second area includes phone and comment fields, an "action date" field, and four 10-character keyword lines.

Meanwhile, the upper-right-hand side of the screen contains information such as the date, filename, date of last edit, and number of records. Along the bottom of the screen is a menu of available functions, most of which are accessed by hitting single keys.

You can search on several fields, including the sort field, city, state, ZIP code, phone, action date, and a keyword.

The Oxford Mailworks list of printout forms is one of the most complete available. Thirty-four in all, they include continuous labels of various sizes, clear labels, photocopy sheets, envelopes, mailing labels, name badges, file cards, postcards (including automatic change-of-address forms that print your old and new address, or a common message), self-mailers, two types of summary listings (one condensed, the other full), and a user-defined form that will print one-across.

The printing process takes you through three steps: form, setup, and print. First, you pick which type of form you want (it automatically defaults to the last type used); then you may choose a specific setup for that form--for example, single or double spacing, which lines to print, whether or not to print a return address or a common message, and whether you want to set it up for bulk mailing.

Oxford Mailworks is an impressive piece of software. One of the main reasons for choosing a **mailing - list manager** over a database is to be able to dive in, enter your data, and print it out in an appropriate format with little or no learning period; this package fulfills these criteria admirably.

Oxford Mailworks, Version 2.2

Esselte Pendaflex Corp.

71 Clinton Rd.

Garden City, NY. 11530

(516) 741-3200

List Price: \$49.95

Requires: 256K RAM, one disk drive, DOS 2.1 or later.

In Short: A well-organized and versatile product which provides users with a variety of easily accessible label and report formats. One comment, two four-keyword fields for coding. Not copy protected.

Super Base and Super Mail

PMC Software's two mailing-list management programs, Super Base and Super Mail, are good examples of the type of modest software products that are still being produced by small independent software companies. As such, they are solid programs with some limitations that may inhibit their use by larger firms.

Super Base, the more complex of the two, is geared toward the needs of a sales staff, but is flexible enough for most uses. Its entry screen contains fields for company name, first and last name, address, phone, dates of last purchase and last mailing, and alternative billing address. There is also a contact field and a terms field; the latter can be used for any type of user coding. Super Mail is much more limited and contains only fields for company name, first and last name, and mailing address. It doesn't even allow for a phone number field, which is unusual even for simple **mailing - list managers**.

Both products also contain account number fields, which are considered required fields. The account number is entered manually by the user before the entry screen appears, which can slow your entry speed considerably while you try to remember which account number you're up to. However, according to PMC Software, a new version of the program that may already be out will not require the account number and will also have the ability to generate it automatically.

Most of the functions in each program are accessed from the main menu. You can choose to add, find, change, or delete an entry, generate a printed list or mailing labels, create or change a password, merge names with a word processor, or browse. This last is the easiest way to find information, since it allows you to search for an entry by all or part of a last name, city, state, ZIP code, or terms (the user-coded field). In fact, it is the only way to find any entry if you can't remember the account number. Thus, if you want to change or delete a name and can remember only that the man's last name is Smithers, you must first find it using Browse, then go back to the main menu and enter the correct number.

The process of printing out a customer listing is very cut and dried: the listing is automatically generated in last-name order and immediately printed without much fuss. Super Base allows you more leeway in selecting which labels you wish to print. From the main menu, you can choose to print entries by selecting specific ZIP codes, terms, or customer activity. The latter allows you to choose entries with filled or blank purchase date fields, or with specific purchase dates or mailing dates. Super Mail is again more limited here, printing only mailing labels in their entirety or by selected ZIP code.

Super Base and its companion include a small extra facility: a little RAM-based notepad that appears in the upper-right-hand corner of the screen. It's a nice idea, but it doesn't work very well: the note takes a bite out of the entry screen when it is invoked, and the cursor tends to get lost if you try to type past the lower border of the notepad.

Of course, it would be unfair to expect highly sophisticated performance from software that costs \$25 and \$35, respectively. When that irritating account number has been eliminated, the two programs may well be inexpensive alternatives for those with limited needs.

Super Base, Version 2.6

Super Mail, Version 1.0

PMC Software

100 E. Second St.

Mineola, NY. 11501

(800) DIAL-PMC; (516) 294-1400

List Price: Super Base, \$35; Super Main, \$25.

Requires: 256K RAM, one disk drive, DOS 2.1 or later.

In Short: These rather limited products offer reasonable efficient mailing-list facilities for low cost. Super Base has a 10-character field for coding. Not copy protected.

Super Mailing List

Look--up at the screen. It's a procedure . . . it's a routine . . . no, it's Computer Solutions' Super Mailing List, which, disguised as a mild-mannered application developed in BASIC, is able to select and sort records any way you want it to. Super Mailing List gives the appearance of having been developed by a hobbyist, but for the list price of \$14.95, you can hardly go wrong.

Several of its features would be appreciated in some of the more-expensive programs. Super Mailing List is designed to run on a floppy disk computer system, although you can install it in a hard disk drive subdirectory. With floppy disks you need first to format a bootable disk and then copy the supplied program files as well as the necessary BASIC program files onto the disk. Then when you start the computer with the Super Mailing List "working" disk in drive A:, the program boots automatically.

To use Super Mailing List with a hard disk drive you should be sure that your start-up path includes access to BASIC and then work with the program's files all loaded in their own subdirectory. If you issue the command AUTOEXEC.BAT in that subdirectory, Super Mailing List will start automatically. All you need to do to configure Super Mailing List is to tell the program which is your data disk.

Super Mailing List comes with nine typed pages of documentation. If the manual were fleshed out a bit with illustrations, the content presented would probably take up 25 to 30 pages in a fancier manual. It is reasonably complete, limiting itself for the most part to the major functions and spending some time with the conditional query language.

Super Mailing List's entry screen lists the fields vertically. In addition to the expected fields for name, address, city, state, ZIP code and phone, there are also a company field and a greeting field. The greeting field is used to store a preferred salutation for your letters.

The program includes eight coding, or "flag," fields, labeled Flag1, Flag2, and so on up to Flag8. You can use these fields to select records with Super Mailing List's conditional query language, which uses And, Or and Not relationships. You can then sort selected records by any field. This level of selecting and sorting is very powerful in any level program. The price you pay for the feature is figuring out how to do it all. The program prompts you fairly well, but most users will probably have to practice to get it right. Still, this is an admirable feature in a \$14.95 program. In addition to using the flag fields, you can search by any field

for any data, a helpful level of searching flexibility.

When you run the program, you select all functions by typing single-letter commands chosen from a simple horizontal menu displayed on the bottom of the screen. Printing options are limited. You are basically limited to printing the current screen or standard 3 1/2 by 15/16-inch mailing-labels one across ("one-up"). Super Mailing List runs well but doesn't want to let you go. You have to hit the Enter key six times in response to program prompts before it finally lets you out. On the way out you have to see a list of Computer Solutions' other current products. That's irritating.

I had no major problems running Super Mailing List. Its user interface has limitations, but it gives the best price performance of all the programs I reviewed in this series. If you're in the market for a mailing list and have the time to do some research, I'd suggest that you buy this program and try it out. Even if it doesn't meet all of your needs, you can learn a good deal about searching and sorting. Since it includes the ability to output an ASCII merge file, you should be able to import entered data if you later find you need to use a fancier program.

Super Mailing List, Version 2.0

Computer Solutions

P.O. Box 354

Mason, MI. 48854

(517) 628-2943

List Price: \$14.95

Requires: 64K RAM, one disk drive, DOS 2.0 or later.

In Short: Super Mailing List is a buy at \$14.95. It includes selection and sorting abilities that should be the envy of other programs. Eight flag fields for coding. Not copy protected.

Traveling SideKick

Traveling SideKick, from Borland International, is possibly the first truly yuppie software package. It comes with one of those oversized appointment books that have become all the rage, with little pockets for business cards and calculator and separate sections for your schedule, addresses, receipts, and any other notes you need. But although the emphasis of the package is on its ability to generate address and appointment lists formatted especially to fold into the binder, Traveling SideKick also contains an efficient and smoothly operating label generator.

Traveling SideKick works through a series of pull-down menus. The opening screen offers three categories to choose from: Addresses, Engagements, and Setup. Addresses allows you to enter, find, change, and remove addresses, sort according to name, company, or ZIP code, and generate either phone or address listings (for the appointment book) or mailing labels. Engagements allows you to use the program's calendar facility. Setup lets you change the default setup--for example, you can change your default files, the number of labels across, and the number of lines down per label (6, 9 or 12). You can also change your printer format to specify near-letter-quality or compressed type, but you have to know the control codes (those for the Epson or IBM are included in Borland's manual).

Traveling SideKick's data entry screen is divided into two windows. The top window contains the entry form, which includes fields for initials, name, company, address, country, one phone field, a free field titled Remarks, and an automatic date field. The bottom exhibits a shortened list of existing entries. If you want to view an entire entry, you can highlight the shortened form and all the appropriate information is automatically displayed on top; at this point you can make any necessary changes. You can also find information by doing a search on any of the fields.

Unlike many of the other **mailing list managers**, Traveling SideKick includes a very efficient conversion program that allowed me to pick up entries from either a fixed field or character-delineated file, specify which fields should be picked up, then enter my 25-name list with no fuss whatever. There was also very little bother involved in printing out labels. Once you have chosen Labels from the pull-down Addresses menu, you have a choice of sending the file to the printer, to the screen, or to a disk file. At this point, you can also select on any fields (on an "equals" basis only). You can print up to four labels across in normal type.

The program gives you three sort choices: by name, ZIP code, or

company. This is where Traveling SideKick presents a problem for business users: instead of separate first- or last-name fields, it contains only a single name field. Thus, the only way you can sort according to last name is if you type your entries in a last-name, first-name format; your labels will also be printed in that format. Additionally, since both the phone and address lists are formatted for the Traveling SideKick binder, they are not really suitable for any type of independent reports. And Version 100A is limited to 310 address entries; however, the next version (which should have been out by January 1987) will be limited only by RAM.

If you simply need a quick and easy way to enter addresses and produce labels (and especially if you like the idea of using your computer as a personal secretary), Traveling SideKick is probably worth a look.

Traveling SideKick, Version 100A

Borland International Inc.

4585 Scotts Valley Dr.

Scotts Valley, CA. 95066

(800) 255-8008; (800) 742-1133 (in Calif.)

List Price: \$69.95

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: Traveling SideKick is a good, efficient **mailing - list manager** for those whose needs are limited to address labels or who want to take advantage of its calendar facility. Remarks column for coding. Not copy protected.

CAPTIONS: Fact file: Client List. (table)

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SPECIAL FEATURES: illustration; table

COMPANY NAMES: Navic Software--Computer programs

DESCRIPTORS: Mailing List; Evaluation; DBMS; Software Packages; Mail Preparation; Office Automation

SIC CODES: 7372 Prepackaged software

TRADE NAMES: Client List (Data base management system)--evaluation

OPERATING PLATFORM: MSDOS

PROGRAMMING LANGUAGE: BASIC

FILE SEGMENT: CD File 275

15/9/32 (Item 1 from file: 714)
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Item X.

05754153

**NEWSLETTERS THAT CLICK THE GOOD ONES BOTH INFORM, SHOW THE READER THAT A
COMPANY KNOWS ITS STUFF**

BALTIMORE MORNING SUN (BS) - Monday, September 10, 1990

By: Adriane B. Miller Special to The Sun

Edition: Final Section: Business Page: 6

Word Count: 1,340

TEXT:

In the old days, companies hoped to sell their products and services just by telling customers how good they were. And back then, that often worked just fine.

Now, companies must do far more than boast.

Rather than tell customers we know, we have to show them we know," said Susan Fleishman, director of marketing and communications for KPMG Peat Marwick in Baltimore.

One of the best ways to do that, Ms. Fleishman said, is for the international accounting and consulting firm to publish newsletters for the markets it serves, such as the health care, insurance and real estate industries.

Informative rather than hard-sell in nature, the newsletters work to demonstrate KPMG Peat Marwick's expertise to customers.

"We go to great pains to make our newsletters as informative as possible," Ms. Fleishman said. "By informing our public, we position ourselves as professionals who know that particular field."

Once the company rag that no one took very seriously, the newsletter has come of age as an effective marketing tool. Newsletters offer companies a way to communicate with dealers or customers, increase sales, aid internal relations or boost fund-raising efforts.

The Newsletter Clearinghouse in Rhinebeck, N.Y., says companies and organizations publish as many as 4,000 professional newsletters with paid subscriptions in the United States. That does not include the tens of thousands of newsletters companies publish free for their customers, which the clearinghouse does not count.

The numbers are growing, for three good reasons:

*Newsletters are good business. A regular newsletter keeps a company's name in view of clients and prospects. A good newsletter establishes a leadership position and demonstrates expertise in a particular industry.

*Technological advancements in **desktop publishing** have made it faster and cheaper for companies to produce slick publications themselves. With a personal computer, page layout and word-processing software packages, creative business people can become publishers.

*Publishing a newsletter can be more cost-effective than conventional advertising.

The McCormick/Schilling division of McCormick & Co., the specialty foods and spice giant in Hunt Valley, uses a newsletter to inform consumers about the use of flavorings. In the process, it indirectly sells its products.

But McCormick & Co. has also found that its newsletter can help the company test new products and conduct market research.

Spice 'Xpress is published three to four times a year by McCormick & Co.'s consumer affairs department. About 70,000 names are on the Spice

'Xpress mailing list. Accompanying the newsletter periodically in the mail are samples of new McCormick/Schilling products.

Polly Murray, McCormick & Co.'s manager of consumer affairs, said the company mailed a new sauce blend in a trial-size package with the last newsletter. McCormick/Schilling plans to introduce the sauce blend later this year.

"We knew when the newsletters hit because our phones started ringing off the wall. Customers were saying, "We can't wait for this to come out in the fall!" Ms. Murray said.

When a questionnaire is attached, Spice 'Xpress becomes an informal market research tool. A recent questionnaire mailed with the newsletter generated a huge response.

"We got probably 10,000 responses from consumers," Ms. Murray said. "They told us what they liked about the newsletter -- they love the new products section. They also told us how big their families were and how old they were. Responses were all over the board."

Spice 'Xpress also helps McCormick gain positive media exposure. Ms. Murray said the newsletter is mailed to food editors and other media representatives, who often use its information in their columns.

Small companies, too, can reap big rewards from newsletters used as marketing tools. With a newsletter, a small business can deliver its message at a reasonable cost to its targeted audience. The cost is less than an ad, and there is no wasted circulation.

Nevertheless, creating a newsletter that customers appreciate requires a commitment from upper management. It also takes time to get started. Writing stories, collecting graphics and printing the newsletter are just part of the publishing process.

The first step is planning. Who gets the newsletter? The list should include employees, existing and potential customers, sales representatives, distributors, editors of appropriate business or trade publications, and influential friends and colleagues.

Once the readership is defined, the mailing list has to be developed and regularly checked to keep the addresses current. A newsletter has little value if the target never receives it. Postage, even bulk rate, adds up.

Ms. Murray said McCormick published an 800 number several years ago to start building its mailing list for Spice 'Xpress. Now with 70,000 names, the list, she said, is manageable, but probably will not grow much larger.

After the mailing list has been prepared, the next step is to design, write and produce the newsletter.

The best feature of a marketing newsletter is its credibility as a source of information. Readers of a good newsletter look forward to getting it in the mail. They know it has information collected for their benefit, without a lot of hype.

Puff pieces and happy talk get little space in KPMG Peat Marwick's newsletters.

"The text is prepared by professionals," Ms. Fleishman said. "I might smooth it out, but it's all written by CPAs and tax people."

Ms. Fleishman said production of each of KPMG Peat Marwick's newsletters is handled differently. One newsletter is produced completely in-house and reproduced by a copier. Other newsletters are designed and produced in-house to the camera-ready stage with a Macintosh computer and laser printer. A printing house provides offset copies.

Spice 'Xpress is designed by an outside consultant, but the writing, production and printing are all handled by McCormick.

"The first one we did was with a PR agency in New York," Ms. Murray said. "They did most of the writing, but we ended up having to rewrite a lot of it."

Whether the newsletter is designed, written and produced by house staff or by outside professionals, it is important that the business commit sufficient resources and time to publish a product that reflects well on the company.

One vital element in building credibility is adherence to a regular publication schedule, which requires planning well in advance.

The Spice 'Xpress editorial board meets to plan its next issue three to four months before the release date. All articles are due about two months before. Then stories and graphics are reworked during the last month to fit the space available. Of course, for smaller companies the process does not always take as long.

If time to do the job well is not available, the newsletter should be assigned to an outside professional who has the objectivity and talent to create a piece that really gets attention. Consultants' fees vary widely: A four-page, two-color newsletter could cost anywhere from \$400 to \$10,000 or more to create and print, depending on the complexity of the piece.

Ms. Murray said she does not know what each issue of Spice 'Xpress costs to prepare in terms of staff time.

However, she does know McCormick has a winner with the newsletter. Consumer comments indicate that the company has won over new customers in publishing Spice 'Xpress and has earned the trust of existing customers, she said.

"This last one we did, we had such a positive response," Ms. Murray said. "People said they can't wait for it to come -- or they want to share it with a neighbor, can you please send another? It gives us the indication we're doing a good thing."

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CAPTION:
PHOTO

PHOTO THE SUN/AMY DAVIS

Susan Fleishman, Peat Marwick marketing and communications chief, has spread before her some of the newsletters published for different audiences.

5/9/1 (Item 1 from file: 275)
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01211233 SUPPLIER NUMBER: 04739025 (THIS IS THE FULL TEXT)
Client List. (Software Review) (mailing - list managers) (evaluation)
Brown, Bruce
PC Magazine, v6, n6, p205(2)
March 31, 1987
DOCUMENT TYPE: evaluation ISSN: 0888-8507 LANGUAGE: ENGLISH
RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 15602 LINE COUNT: 01175

ABSTRACT: The \$35 Client List mailing-list software package sold by Navic Software is a simple program written in BASIC that has a 250-name limit. The program incorporates two two-character fields. For program use, the user must make very basic menu decisions to begin functions like editing or adding names, choosing records, or printing. The entry screen is old-fashioned and cannot be customized or altered. The user-friendly program is limited, but it does provide effective production of mailing lists that do not surpass 250 names and that do not duplicate last names; it requires 64Kbytes of RAM, DOS 1.1 or later, BASIC, and one disk drive.

TEXT:

Client List

If your mailing-list needs are very simple, you may have to look no further. Client List is a BASIC language program suitable for mailing lists with no more than 250 names. Client List's performance may be limited, but the program costs only \$35, providing no-frills mailing-list management at a no-frills price.

Client List is Navic Software's main program. The offspring programs use most of the same BASIC code but sell at still lower prices and are single-purpose lists that are less flexible than Client List. The Christmas card list program, for example, cannot print labels in ZIP code order. List n Label, another of Client List's spin-offs, is briefly reviewed separately in this article.

All you have to do to use Client List is load the BASIC programming language. Otherwise there are no special installation or configuration steps. Client List comes with just two pages of documentation. You're told to load BASIC and start the program. Fortunately, you don't really need much instruction to run the program. There is no tutorial, but you can probably survive by following the simple menus and prompts. If you know that you need very complete written documentation, this software is not for you.

When you run Client List, you make very simple menu selections to start functions such as adding or editing names, selecting records, or printing. The record-entry screen is a simple vertical list of field names. You cannot customize or change the entry screen at all. It's primitive, but it does work. Client List is limited to 250 records. Two coding fields are available, category and classification. You can sort by either of these fields, but not both. Client List sorts records by last name automatically, and you can specify ZIP code sorting when printing labels.

That's about it. You enter names and addresses and use two fields for coding. You can print labels in alphabetical or ZIP code order or as sorted by either of the two sort codes. These limited functions might make it for some small lists. Limitations are fine when you know what they are; when you have to discover them on your own, however, limitations and problems are much more aggravating. The customer-support people at Navic were very free in admitting their program's shortcomings, but they didn't even know about one of the problems, which is that you cannot call up a record on the screen if that person is the second or greater in your file with the same last name. You can work around the problem by first going to the preceding record and changing the name temporarily, but you shouldn't have to do that.

Client List also truncates entries that are too long. If you type in more than fits in a field, the last letters just disappear. This can be pretty dangerous if you don't notice it. Client List sets up a list as one file with 250 entries, and it will not let you delete individual records.

If you want to get rid of a name, your only alternatives are to replace the name with blanks or to overwrite the information with another person's data.

There is also no way to leave the program gracefully. When you're done working with Client List, you have to break out of the BASIC program by holding down the Ctrl key and tapping the Break key.

You are not able to name files; Client List works with just one file and loads the file itself. Also, you must use capital letters for commands, which is not mentioned in the brief documentation and might be tough to figure out for the beginners for whom this program is intended.

Client List will do your job if your list consists of no more than 250 people, no two of whom have the same last name, and if you can live with the program's limitations. The best things going for Client List are price and simplicity. Since you can find much more serviceable programs for only \$15 more, I'd suggest you keep on looking.

Client List

Navic Software

P.O. Box 14727

North Palm Beach, FL. 33408

(305) 627-4132

List Price: \$35

Requires: 64K RAM, one disk drive, BASIC, DOS 1.1 or later.

In Short: Client List is an extremely limited BASIC mailing list program that can handle only 250 names. Two two-character fields. Not copy protected.

Data*Easy PC **Ultimate Mailer**

Data*Easy is a programmer's **mailing - list manager**. It comes in uncompiled BASIC, so that the programming is easily accessible (in fact, you can exit the program to either BASIC or DOS), and is organized in the kind of linear manner that is probably very comfortable for those used to dealing with software in that manner. However, other users may have trouble.

When you enter Data*Easy, you are introduced to a long list of functions in alphabetical order. Unlike most other **mailing - list managers**, which tend to group functions in some sort of logical fashion, this program simply lists them all alphabetically in one central menu. Although this does put all the editing and printing functions together, new users still must scroll through at least three screens before they have seen all the various choices.

Data*Easy's input screen begins with a system of sort keys and record numbers. Both can be either entered by the user or generated automatically by the program. In the latter case, the record number is simply the next number in line. The sort keys are the first initials of the last- and first-name fields.

Once you have hit return to pass the sort-key field, you are in a 15-character select-codes field into which you can put any type of alphanumeric code you have chosen for identification. Data*Easy includes a unique feature here--when you put a Z in the 11th position, the program automatically drops the ZIP code into the last five positions.

One of the program's nicer characteristics is a 24-character note field that appears at the bottom of the input screen. Each note has its own number and date, and therefore you can have up to 99 notes attached to each entry--one example of Data*Easy's flexibility.

Data*Easy allows you to sort your file on almost any field, up to eight fields. You can also do a variety of select functions, though, in this case, the program encourages you to do your select on less than the full field, since it is faster; however, you can do it either way.

In fact, Data*Easy, Version D, has many versatile features which, if you're thoroughly acquainted with the program, could come in handy. (Versions A through C have fewer features and their prices vary accordingly.) For example, users are encouraged to type names in last-name, first-name order for better sorting; if you don't want your labels to read that way as well, you can reconfigure the program to print the names in "reverse" sequence.

But the fact that you had to go through the trouble of making that change puzzled me: Are there many corporations out there who prefer their mailing labels to read "Doe, John"?

Unfortunately, Data*Easy's many good qualities are clouded by the

program's general awkwardness. You really do have to take the time to explore and experiment with the program before you can use it properly, and some knowledge of BASIC wouldn't hurt either. The folks at Data Consulting Group have a good idea of what functions are needed in a good **mailing - list manager** ; a little research into ergonomics might be in order.

Data*Easy PC **Ultimate Mailer** , Version 2.0

Data Consulting Group

18 Hector Ln.

Novato, CA. 94947

(415) 883-2300

List Price: Version A, \$95; Version B, \$125; Version C, \$150; Version D, \$225.

Requires: 64K RAM, one disk drive, BASIC, DOS 2.0 or later (DOS 1.1 version available upon request).

In Short: Data*Easy contains a great many features and a high degree of flexibility, but users may be put off by its general awkwardness. Select code and note field. Copy protected--there is a 50 percent surcharge for non-copy-protected versions.

FastPak Mail

How about a personal guarantee that software will work? FastPak Mail's manual starts with a letter from the president of DHA Systems & Software promising just that. This stance in an industry that usually guarantees nothing is impressive and reassuring. FastPak Mail is a modern program with nice screens and several sophisticated features that make it stand out from some of its older and more sparsely featured competitors. At \$79.95, DHA Systems & Software's product deserves a close look for small to moderately large mailing lists. When you register your software the company sends you 1,000 free mailing labels, a nice incentive for users and a good way for DHA Systems & Software to build a list of customers for future updates and other products.

Don't expect to take a long time learning this program. FastPak Mail has on-line, context-sensitive help screens. The help screens combined with comprehensive prompting menus and a good manual are probably all you'll need to get up to speed with the program very quickly.

FastPak Mail will save up to 65,000 records. According to the publisher, however, the sorting routine will work with only about 10,000 names, so you should heed that warning and split your lists if they are very large.

The main component of the program is the FastPak Mail menu. From this place in the program, you choose several of the program's many features or you select a submenu that will take you to another, similar menu that lists more-specific choices. At all times, hitting the Esc key takes you back to the previous menu. Common sense shows very clearly in the design of this program.

To speed data entry, you can configure the program to skip the company field if few of your names include or require company information. Even if it is configured out, you can get back into the company field if you want to save that type of information for selected individuals.

FastPak Mail automatically saves records after every fourth record. A nice feature that can save disk storage space, and mailing costs as well, is a duplicate-entry-checking feature that will display all duplicate names to give you the chance to delete space-wasting copies.

Another nice feature is the pattern search, with which you can make the program search all fields in all records, looking for all or part of a name or text string. So if you know that somewhere buried in your lists is a person or company with the word Frost in its record, you can just specify that the program search for Frost and any record with that particular text string in any field will be selected and displayed.

This facility is particularly helpful for those times when you think you have a record for a company with a certain name but don't know where to find it.

For those times when you need to go out to DOS to find information about a file or disk or to make room on a disk, FastPak Mail includes a DOS utilities function that will let you run particular DOS commands from within the program. This feature is a real time saver.

FastPak Mail will let you choose predesigned label formats and print labels up to 25 across. You can also program custom report formats.

I had no problems at all running FastPak Mail and can find nothing to

complain about. Its intuitive design and many features make it a good choice for most mailing-list jobs.

FastPak Mail, Version 2.0

DHA Systems & Software

832 Jury Ct.

San Jose, CA. 95112

(408) 947-1001

List Price: \$79.95

Requires: 256K RAM, one disk drive (two drives recommended), DOS 2.0 or later.

In Short: FastPak Mail is an excellent buy. It has many helpful features and has extensive report customization ability. Reference field for coding. Not copy protected.

Flowmail

Flowmail is a simple, nuts-and-bolts mailing - list - manager that is both produced and marketed by Flowsoft Custom Programming, which is a one-man operation. As with many programs produced by small companies, Flowmail does its job well but does not contain any of the refinements that can be found in its more substantially supported peers.

The main menu lists your options at the outset. The first, File Management, controls both file creation and update. Once you have named your new file (but before you enter the input facility), you can choose to carry over various information, including address and user coding fields.

The Spartan input screen includes fields for company name, first and last names, two address lines, city, state, ZIP, and phone fields, and fields for user coding labeled Print Codes and Data Line. From this area, you can also do a search on the entry number or last name, or scroll through previous entries.

Flowmail seems to be distrustful of your tendency to delete unnecessarily. During data input, I found that while I could type over mistakes, I could not delete any information. The record-delete function does not really eliminate records --it simply gives them a Delete label so that the program ignores them during printing and listing operations. If you change your mind at any time, you can use the update function to restore the entry.

There are also routines for eliminating duplicate entries, merging files, and creating mail-merge files.

Before you perform any listing functions, you must first sort your file. You have several options here: Flowmail will create index files in alphabetical or numerical order for the ZIP code, company, last name, record number, state, or data line fields.

Two different options support user output. Lists produces a simple columnar report on your screen or printer (you can include either all information or select four fields), while Labels produces a number of basic label types, including options for Rolodex cards and envelopes. Before printing, you are offered several options, including starting and last record number and whether you want condensed or regular type (the default is condensed).

Flowmail is a clean and useful, if limited, product. But considering the sophistication of some of its less expensive peers, Flowsoft may want to reconsider the software's relatively high price of \$100. If you want to try it out, you can obtain a free demo disk that self-destructs after 30 days.

Flowmail, Version 2.0

Flowsoft Custom Programming

875 Franklin Rd. #1635

Marietta, GA. 30067

(800) 628-2828, ext. 886; (404) 428-4028

List Price: \$100

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: Flowmail is a simple program that does its job with little fuss and bother. Print codes and data line for coding. Not copy protected.

KeyMailer

KeyMailer from Softkey Software Products is as slick and professional as any mailing - list manager on the market today. Unlike many of its competitors, the programming is smooth and well planned, including context-sensitive help files, an easily decipherable menu structure, and superior functionality.

This is obvious in the way in which KeyMailer is organized. Its opening menu is divided into Entry & Editing (for adding new addresses or doing search-and-edits), Maintenance (for deleting and sorting addresses), File Generation (for mail-merge functions), Labels (which is in itself divided into categories for small and large address labels), and a large variety of available list types, including a full address list, a variety of abbreviated formats, and two types of rotary card formats.

The entry (and search-and-edit) screens include both a salutation and a title field, one phone field, a country field, a contact date (which can be automatically generated by the company), and five user-coding fields, labeled comments, identifier, and codes 1, 2, and 3. You can push the F8 function key to "ditto" the previous address and F9 to quickly produce a label or envelope from that specific entry.

KeyMailer has an interesting autoscan feature that, when toggled on, automatically searches for a name as soon as it has been entered into the name field. This not only aids in quick-search functions, but automatically prevents duplicate entries. However, it also slows things up considerably, so that Softkey recommends it be kept off when you are entering long lists of data.

Another powerful search feature involves using the @ wildcard symbol. You can do a search of partial information in a field by preceding the phrase by the @, or, if your memory is really poor, you can use @@, which will search through every field in every record for that particular phrase.

Whenever you choose to print labels, you are first taken to a selection screen where you can select on any of the fields using a variety of variables, including the @ function, fencing (which will select between two values), either/or, or <>. These comparatives are also available for data searches.

Once you have made any selections, the report sequence control allows you to change your key field (providing it has been sorted), report order, or output facility. KeyMailer also includes a special feature called update record processing, which allows you to make global changes to your file.

KeyMailer is an excellent, professional-level **mailing - list manager**. Since Softkey has also recently eliminated one of its few inconvenient qualities--its copy protection --it is that much easier to recommend it for those companies who are looking for a higher-end product.

KeyMailer, Version 3.0

Softkey Software Products Inc.

20626 Black Rd.

Los Gatos, CA. 95030

(416) 598-5033

List Price: \$149

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: An excellent, professional-level **mailing - list manager** for businesses with substantial needs in this area. Five coding fields. Not copy protected.

Label Express

Seymour Papert, the father of Logo, said that just because computers can be used to do something doesn't mean they should. This concept fits the Rolodex, a standard business tool for years. Many microcomputers still share desk space with a Rolodex-brand cardholder. Sure, computers can maintain a list of names, but in order to find someone you have to turn on the computer, start the appropriate program, and then issue the correct commands. If you are trying to find just one name, you can often find it quicker with a Rolodex.

The drawbacks of a Rolodex card file and other noncomputerized methods of storing names are that you can only look up names by the order in which they are stored (usually alphabetically by last name or by company, sometimes by both if you use two cards per person), changes usually require typing or writing a whole new card if you want to keep it neat, and any kind of printing, such as mailing labels or selected lists, requires manually searching for and then retyping the needed information.

So while the Rolodex and its imitators remain the most convenient tools for quickly looking up information about one person (assuming you know where to look), most other tasks involving lists of names are improved by computerization. Many people have both a Rolodex and a computerized name file. Since the Rolodex was there first, in those offices that have only one place where names are kept, that place is most likely to be a Rolodex.

Rolodex Corp. now covers both worlds with Label Express, an excellent mailing-list program that prints name, address, and telephone information on Rolodex cards. Label Express also prints in other formats, including mailing labels and selected lists.

Label Express comes with a terrific manual and incorporates several fairly sophisticated features. At \$49.95, it's a sure winner and probably a good way to sell Rolodex cards as well (if I sell you a razor, you'll need to buy blades). You can theoretically use Label Express with any size list, but my technical contact at Rolodex told me it recommends lists of no more than 500 names to maintain adequate sorting speed. When you start a new list you tell the program how big the list will be after all the names are in. The default list size is 500 names.

It's easy to keep multiple lists for different purposes (just as many people keep more than one Rolodex card file). Label Express displays the names of up to ten lists on one disk drive. Actually you can have more than ten lists per disk drive, but only the first ten will show up on the program's list selection screen.

When you enter name and address information with this program, you type it in a screen representation of a mailing label. You have total control of how to use the space, and you are not restricted to specific fields. This method of entry is helpful because information that just won't fit usual formats can be easy to put in if you can type it in anywhere you want on a label. There are separate fields for a reference key (usually last name), ZIP code, and a 10-character selection code, as well as a telephone field and a notes field. The program also keeps track of record creation and modification dates. For entering or editing names, Label Express uses the somewhat standard WordStar cursor movement codes. These codes are a standard used in many other programs, but because they will be new to many people who decide to use this program, there are lessons in the manual specifically covering Label Express's keyboard use. The documentation for Label Express is professional and complete.

HELPFUL HOW-TO APPROACH

Unlike the manuals for several of the programs in this survey, Label Express's has a full index and several appendixes--and even includes a handy quick-reference card. The manual uses a how-to approach to all functions of the program, including merging. When you enter names, Label Express performs a convenient duplicate check using the reference code field contents. If the program signals that you've entered a duplicate record based on the reference code, you can then change the record's contents, delete the record, or save it as is. You can also turn duplicate checking off if you choose.

There is also a "ditto" key capability for entering repetitive information, but unlike some programs that always remember the field contents of the previous record, the design of the ditto feature in Label Express is inconvenient to use for a single record. It's more useful when several records contain the same information in one or more fields.

You can search for names in Label Express in one of two ways: by exact match or by a sound-alike method. The sound-alike procedure works fairly well but requires that the first letter in the search word be the same as in the entered word. With this feature, for example, you could find a record containing the name Centurion by entering Century.

When you print labels, you can specify up to 999 copies. There are several predefined printing formats, including labels, Rolodex cards (of course), listings, envelopes, and badges. You also can design special formats yourself.

While there is a great deal to like about Label Express, there are a few minor points that could bear some improvement. Label Express makes its own subdirectory during installation. The installation instructions give key-by-key prompting, but the process may still be confusing for inexperienced users. If you don't allow Label Express to assign its own subdirectory name, the program just doesn't run correctly. Also, Label Express doesn't get date information from the computer system. Resetting the date is a cute routine using the Plus and Minus keys, but you really shouldn't have to do that. It would be so much easier and efficient if Label Express used the computer system date.

Label Express has the backing of Rolodex Corp. and is listed in many business and office supply catalogs, often next to the ads for Rolodex cards. The company probably sells a lot of copies because of this exposure.

If so, its success is deserved; this program gives you a lot of performance for the price.

Label Express
Rolodex Corp.
245 Secaucus Rd.
Secaucus, NJ. 07094
(201) 349-3939
List Price: \$49.95

Requires: 64K RAM, two disk drives, DOS 1.1 or later.

In Short: Label Express is an inexpensive program ;with a great manual and many features. It would be hard to go wrong with this one. Reference key and coding field. Not copy protected.

Label Master

Label Master, from RKS Associates, is one of those programs that restores your faith in the triumph of the underdog. It is a highly efficient, refreshingly simple, and very useful **mailing - list manager** that is distributed through the shareware, pay-if-you-like-it system--whose creator has, in fact, decided to abandon an attempt at traditional marketing in favor of relying on the enthusiasm of his customers.

When you enter Label Master, you are immediately introduced to the main menu, which occupies the top half of the screen, and the entry/edit area, which takes up the bottom half. Label Master's entry forms contain separate last-name and first-name fields and include the usual spaces for company name, full address, and phone numbers, along with a user-coded field labeled Notes.

The menu offers 12 choices: you can choose to add a new record, delete/recall a record, edit or display a record, or scroll to the previous or next record. You can also toggle the index according to either the last name or ZIP code (Label Master maintains both), print out the entry that is currently being displayed, or flip to a notepad facility that has 60 short lines for messages (the message already entered suggests it be used to keep a record of a coding scheme for use in the Notes field).

One of the most interesting features of this program is the way it provides a fail-safe for deletions. When you "delete" an address from your file, it actually becomes "inactive." It is still there, but simply does not appear on any printed lists. You can restore inactive records or delete them fully through the Utilities feature, which, along with Print, is also accessed from the main menu.

The Utilities menu also contains several small services of the kind that may not be absolutely necessary but are extremely helpful to have around. My favorite is a state/ZIP code function against which you can run your address list. Any entries that contain wrong state abbreviations or ZIP codes (it checks the first three digits) will be noted. You can also check for duplicate records, sort your list according to last name, ZIP code, or organization, import or export records, get an entry count, or arrange to address envelopes.

Label Master produces up to four labels across in a variety of sizes. It also produces a columnar report format (termed a Directory) that lists the various entries in a simple but readable manner. The Print menu gives you a wide range of choices for printing out your labels, including a choice of regular or condensed print, whether or not to print the phone numbers and notes, and whether to print by last name or ZIP code order.

In short, Label Master is inexpensive and effortless, and produces neat, well-organized labels. Unless you feel the need for a more sophisticated report format, I would give this excellent shareware program a long, hard look.

Label Master, Version 3.0
RKS Associates
3820 N. Ditmar Rd.
Arlington, VA. 22207
(703) 536-7814

List Price: \$35 (shareware).

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: This excellent shareware program is easy to learn, works quickly and well, and gives more for your money than many more expensive programs. One 30-character note field for coding. Not copy protected.

EDITOR'S CHOICE

. KeyMailer

. Label Master

The **mailing - list managers** covered here tended to cluster at the lower and higher ends of the spectrum, from quick-and-easy, simpler programs to complex, corporate-oriented products.

On the lower end, Label Master is a slick shareware product whose vendor obviously knows what it takes to make software easy to use and highly utilitarian. Although it is, necessarily, somewhat limited in scope, it provides all the features needed (along with a few extras) to enable users to produce clear, well-managed mailing lists and labels. The runner-up, Oxford Mailworks, also provides a nice range of features, together with an excellent on-line help facility which would be ideal for computer-shy employees.

On the upper end of the scale, KeyMailer is a flexible, well-structured product that provides users with many of the features found in more complex database software, including adequate user-coding facilities, a wide range of comparatives for use in selection and sorting, and a complete assortment of label and report formats.

List&Mail

It is always interesting to come across a software product with an original approach. Avery International Co.'s List&Mail approaches the concept of a **mailing - list manager** not as a restricted form of database, but as an entirely unique type of software.

It does this by totally separating the base of names and addresses from its sorting, selecting, and printing functions into four separate programs: address manager, list manager, form manager, and print manager. All addresses are entered into a main listing through the address manager. This listing is your informational base: you can add, delete, or search for entries, but you cannot otherwise manipulate the data.

Once your addresses have all been entered into the main datafile, you then pass on to the list manager. This allows you to create separate sublists with addresses drawn from your main file, using one of two processes: manual or automatic.

In manual mode, you page through your main datafile, indicating to the program each entry you want to be included in your new list. Although this can be a painstaking process, manual lists have one advantage: they can contain new information that is not in the main file.

In automatic mode, you draw your entries directly from the main file by selecting on one or two criteria: for example, all entries that do not have "NY" in the state field, or that have the same user code (List&Mail's input screen includes four one-character "list indicators"). Because this list is totally dependent on its parent file, the information it contains cannot be changed; however, it can be sorted on as many as two fields in either ascending or descending order. New addresses are added to the main entry base, after which you must perform an update function on your automatic list. At that point, you can also change your list's selection criteria.

The form manager sets up the format in which you will output your data. It also contains one of List&Mail's more irritating features: Avery, also a top manufacturer of labels and other printer forms, evidently wished to encourage users to buy its products; hence List&Mail lists Avery's stationery order numbers rather than descriptive phrases to indicate which type of label you can choose to print. Some salesperson may have considered this a clever marketing ploy; I consider it a nuisance.

If none of List&Mail's prepared forms suit your needs, you can adjust an existing format or create a new one by filling out a "form specification" screen through a simple but flexible process that takes little or no programming ability.

There are also a few extra features that add to List&Mail's utility, including a basic word processor that can be used to create business letters and notes, and a very nice Playback feature--similar to those found in many communications programs --that records any series of actions and plays them back. I found that Playback sped through a list update, sort, and print routine in less than half the time it would have taken me to perform the same actions manually.

Avery obviously has its List&Mail **mailing - list manager** targeted at the business community that wants few frills and lots of efficiency. For the most part, it has provided a fine product for the purpose.

List&Mail, Version 1.1

Avery International Co.
777 E. Foothill Blvd.
Azusa, CA. 91702-1358
(818) 969-3311; (800) 423-6518
List Price: \$59.95

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: An efficient and interesting **mailing - list manager** which includes several handy features not supplied by its competitors, including a Playback feature and a basic word processor. Four one-character "list indicators" for coding. Not copy protected.

List n Label

It can't possibly get any simpler than this. List n Label is a spin-off product of Navic Software's Client List program (also reviewed in this article), and it, too, will hold only 250 names. It automatically sorts them in last-name-order or-by-category, but it won't let you sort by ZIP code or in any other order.

List n Label is a BASIC program that costs only \$12, but because of its limitations I'd suggest you set your sights a bit higher. To give the program its due, List n Label is easy to use. The toughest part of it is starting BASIC and loading the program. If you can handle those steps, the rest of the process is a breeze. There are no other installation steps, no tutorial, and practically no documentation, since there are just two sparsely filled pages of instructions for starting the program.

Working with List n Label is just like working with Client List, except that there's even less to do. Simplicity is nice, but in this case it's too constraining. Everything about List n Label is already decided for you. Your 250 names must fit into predetermined fields, including one category field that lets you enter two character codes. List n Label will sort by last name or by the category field, but if you want to print your labels in ZIP code order, forget it.

If names or addresses don't fit into the field sizes, you must abbreviate. You also cannot print labels more than one label wide.

All command entries have to be in capital letters, and the only way to leave the program is to hold the Ctrl key and tap the Break key. If you have two people with the same last name, you'll have a tough time editing the second one because the searching process will continue to find the first instance of the name, not the second. If you can remember, and live with, those limitations, List n Label may be just the program for you.

In sum, List n Label is an inexpensive, barely functional program.

It works, but I'd recommend at least stepping up to its big brother, Client List, although that program shares most of its limitations.

List n Label

Navic Software
P.O. Box 14727
North Palm Beach, FL. 33408
(305) 627-4132
List Price: \$12

Requires: 64K RAM, one disk drive, BASIC, DOS 1.1 or later.

In Short: List n Label is an inadequate mailing list program that sorts 250 names in last-name order only and prints labels just one wide. It could be OK for the simplest lists, but most will outgrow this program rapidly. Twelve character fields for coding. Not copy protected.

List Pro II

List Pro II includes many special-purpose fields and features that would have little value for many lists but are terrific for customer tracking. The program is a bit awkward to use and can't be called user friendly by any means, but it sure has loads of functions. If your customer listing and tracking needs fit the features and functions of this \$295 program, you should grab it and use it. It is possible to use List Pro II with a floppy disk system, but the necessary disk swapping would make that configuration impractical.

The program files take up almost a full 1 megabyte themselves. List Pro II was designed for use on a hard disk drive system, and that's the only reasonable way to use it. List Pro II's installation routine creates its own AUTOEXEC.BAT and CONFIG.SYS files.

If you have already created those files yourself, don't worry-- List Pro II changes their names until you finish using the program. The Finish command will remove List Pro II from your hard disk and put back your

original files. It's pretty clear that Professional Publications intends this program to be the only program run on your computer.

List Pro II includes a demonstration that takes you quickly through the program's features. This can hardly be considered a tutorial, however, because you are asked to look up how to accomplish specific steps by referring to the manual. For example, "Use the program Compose Custom Letters to write a letter to one of the customers you added to **List Pro II**." The only way to use Compose Custom Letters is to follow the manual very carefully. **List Pro II**'s demonstration/tutorial system is just one step above being told, "Learn it by using it."

The program is also unfriendly to use. Its menu structure requires you to use the Enter key to move down through items. You activate the desired alternative by pressing the Esc key (a reversal of the normal use of this key). If you go past the selection you want, you have to go to another menu to reload the menu you just left. **List Pro II** also insists that you use only capital letters when issuing commands and for filling in many fields.

I found myself out of the program once when trying to print labels. The printer configuration was wrong, and in order to stop the printing I tried the Ctrl-Break key sequence. Printing stopped, all right, and so did the program. All that was left on the screen was the DOS prompt C>. I later learned that there is no way to stop printing once it starts without aborting the program. This is inconvenient.

FEATURES AND FIELDS

And now for the good news. **List Pro II** has many special features. The Company Configuration function allows you to determine several default settings such as sending compressed type to the printer, converting all entries to uppercase, making some of the code fields required fields, and using a security code. You can set the maximum number of records, the security code itself, drive settings, and up to five optional flag descriptions. You can search records by any or all of the following fields: last name, company, ZIP code, phone number, sequence number, match code, and record number.

The program includes state abbreviation code and ZIP code checking, as well as fields for catalog requests, first order date, and Do Not Mail To, Do Not Rent Name, and Bad Debt fields. Some special functions for customer tracking include fields that will update and figure out the number of orders, number of items ordered, total dollars in orders, average order amount, and date the last catalog was sent. Most **mailing - list managers** will not even allow this many fields, let alone do the figuring for you.

List Pro II includes a line editor that will let you create documents up to 500 lines long. You have limited formatting control over margin widths, justification, and centering. If you set the file extension correctly you can import ASCII files created with other editors as well.

List Pro II is preset for four wide Cheshire-formatted labels. Other report formats are possible but require user customization. The manual includes extensive program documentation and file structure information, as well as a listing of error codes and a complete index.

List Pro II is difficult to use and too much program for many users. If you are in the mail-order business, however, this program is worth thousands of dollars. If you buy it for \$295 and then set up special fields, reports, and system defaults to meet your own needs, you will be far ahead. Then you can train someone else to use the program.

List Pro II

Professional Publications Inc.

1250 5th. Ave.

Belmont, CA. 94002

(415) 593-9119

List Price: \$295

Requires: 128K RAM, two disk drives (hard drive recommended), DOS 3.0 or later.

In Short: **List Pro II** is a difficult, often awkward program that is loaded with special features for mail-order and other retail customer tracking applications. Five customizable flags for coding. Not copy protected.

Mail-Track-I with Letter Merge

The people who designed Mail-Track-I with Letter Merge put the user first. Mail-Track-I is a very flexible program suitable for small to

medium-size mailing lists of up to 2,500 names. The program is completely menu driven and includes some impressive features, as well as a merging program for form letters. Mail-Track-I is a good value at \$49.95.

Sapana Micro Software, Mail-Track-I's publisher, has added several touches to the program's design and operation that reflect both concern and respect for users. For example, all you have to do to install Mail-Track-I is make backup copies of the disk. When you run the program, it loads into RAM, so you can remove the program disk. You are invited to report bugs to Sapana, in return for which you are promised a replacement program within 1 week for no additional charge.

When you start Mail-Track-I, you can change the background and foreground colors simply by tapping the Enter key while you're at the main menu. Each of these features alone is convenient; together they reflect a considerate attitude.

The program's manual is designed to work on three levels. Those who hate to read documentation will find a one-page, quick-start overview. For those who read manuals selectively, there is a guide that tells you which sections to look at for particular purposes. Manual hounds can read the whole manual in under an hour, and, except for occasional grammatical errors, it's refreshingly readable. There is no tutorial with Mail-Track-I, but that's probably all right for most parts of the program. The one part I would like to see more help with is merging. A step-by-step tutorial for the Letter Merge feature certainly would be helpful.

The program includes a 34-character message field where you can put notices such as "Attention--Keep This Letter" or whatever you'd like. This feature is very handy. There is also an eight-character coding field that you can use to identify subgroups within your lists. Later on you can print only those entries that match your code pattern. You can also use this feature to build smaller lists from a master list by selecting by codes and outputting matching records to a new file.

Mail-Track-I includes a Dupe Warning Switch that can be turned off. If you are entering many names in the same ZIP code, you'll want to turn the Dupe Warning Switch off because it tests for the same last name, first letter, and ZIP code. Mail-Track-I also lets you enter titles and nicknames in the name field if space allows and gives you a way to use them in custom reporting.

Mail-Track-I maintains lists in ZIP code order automatically. You can sort by any field. A somewhat unusual feature is the ability to have both domestic ZIP and foreign postal codes mixed within the same file. The program uses a comprehensive, helpful label-printing configuration screen that lets you see all of the printing settings for the current label run. This level of control and monitoring is very desirable.

There is a lot to like in Mail-Track-I. I found it to be a feature-laden program that gives very good value for \$49.95.

Mail-Track-I with Letter Merge, Version 1.35

Sapana Micro Software

1305 S. Rouse

Pittsburg, KS. 66762

(316) 231-5023

List Price: \$49.95

Requires: 128K RAM, one disk drive, DOS 1.1 or later.

In Short: This program is loaded with features and is terrific for lists of up to 2,500 names. Classification code for coding. Not copy protected.

Mail-Track-II with Letter Merge II

Mail-Track-II with Letter Merge II is a hot product. If you can't find the features you need in a **mailing - list manager** in Mail-Track-II, then you may need a customized program. Mail-Track-II is the big brother of Sapana Micro Software's Mail-Track-I and includes all of its sibling's features, plus much, much more. This powerful product is more than worth its \$95 price tag.

Sometimes powerful programs are difficult or awkward to use. Even though Mail-Track-II has many features, it still runs nicely with explanatory menus and prompts. The manual does a good job of explaining the program's various features. You may find that this program lets you do things you never even thought were possible to accomplish with your mailing list. For example, Mail-Track-II includes a software switch for turning on or off the automatic indexing and sorting functions. This feature really

comes in handy when you're entering a lot of names at one time and don't want to wait around for the program to index and sort after each entry.

If you want to use the standard defaults, there are no special steps to install Mail-Track-II. If you want you can customize such settings as colors used, printers, duplicate-entry-checking level, numbers of fields, label formats, sort key fields, and so on. All that's necessary to set the start-up defaults is to use an ASCII line editor to change selected values and entries in the setup files. This easy way to customize default settings is one of the most powerful features in Mail-Track-II. The program comes with several templates for prewritten alternate setups of the program that accommodate different kinds of lists, a helpful touch.

Mail-Track-II is designed for medium-size to fairly large mailing lists. The maximum file size is 32,766 names. There are six levels of duplicate-entry-checking sensitivity, ranging from no checking at all to requiring that all sort keys, first name, initial, and last name be the same before the program alerts you to having a duplicate name on file when you are making a new entry.

Several different report and label formats are included with this program. You can select up to 20 report designs by number, including those you design yourself. The program includes formats for Rolodex cards, name badges and lists. Mail-Track-II also has a facility for sending control characters to your printer for bold printing, italics, or other special effects supported by the printer.

The merging component of Mail-Track-II is beefed up from that in Mail-Track-I to include, in addition to other features, the ability to set default merging entries for specific fields. To aid in data entry or merging capabilities, Mail-Track-II will both import and export comma-delimited ASCII files.

The bottom line is that Mail-Track-II is a tremendous program. For \$95 you get a program that will probably meet most of your mailing-list-management needs.

Mail-Track-II with Letter Merge II, Version 1.21

Sapana Micro Software

1305 S. Rouse

Pittsburg, KS. 66762

(316) 231-5023

List Price: \$95

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: Mail-Track-II is a very powerful, feature-laden program that is quick and fairly easy to use. A good choice. Three coding fields. Not copy protected.

Mailer

You can tell when a program has been designed to meet the needs of its intended market. Mailer, a sturdy program that is easy to use and quite accommodating, is such a well-planned product. Maurizi Associates' program has somewhat limited indexing and custom reporting capabilities, but that should not detract from its solid value. Previously priced at \$150, Mailer's new price of \$79.95 makes it an attractive choice for mailing-list management.

You don't have to do anything special to start to use Mailer. The only customizing you might want to consider is color. You can use the DOS DEBUG program to change Mailer's colors, but, while this process is explained well in an appendix in the manual, it is difficult for novice users. If changing colors is that important, there should be an internal routine to do it.

Other than color customizing, which most users will ignore anyway, all other features and functions in Mailer are designed with the user in mind. The manual is complete and has a gracious style, the content presented clearly and completely. The manual includes a tutorial section that walks you through all major functions.

When you are actually working with Mailer, all operations and functions are performed via menus and prompt lines. Users sometimes forget to refer to the screen when they are confused, but if you can remember to look at the screen and read the prompts, most of this program's operations will become clear.

Data entry with Mailer has several convenient features. Parameters (the way things are entered) are checked for telephone and ZIP-code entries, and so you can't, for example, tell Mailer that someone's

telephone number is Elm Street. State abbreviations are also verified and converted to uppercase. There is a "ditto" key that will copy the field contents from the previous record, a real timesaving feature when it's as easy to use as it is in this program. Mailer asks you to verify each record's contents, after entry. If you accept the contents the program goes on to the next record. Otherwise you go back to the desired field to make changes. This extra step does slow you down a bit (if you have no errors), but only by one keystroke. The program automatically saves new records after every 16 entries.

RECORD SELECTION

Mailer's capability for record selection is very impressive. You can specify up to 20 criteria for record selection. If you need more than 20 search criteria, you should write your own program. One slight twist is that in order to select on one or more criteria you need to output a separate file, but that isn't much of a drawback.

Mailer also has the ability to search an unsorted file. This feature is a convenient timesaver that lets you search for needed information at any time. Mailer allows you to merge separately created lists, but they must be sorted by name, company, or ZIP code.

When you are importing lists, the source file can only bring in one reference field because that's all Mailer's record structure is designed for, which may be a limitation for some files.

Mailer uses predesigned label formats either one, two, or three across with both field and line trimming. In addition to labels, there are also eight menu-selectable report formats, as well as an alphabetical directory of all names. Mailer also has a nice routine for adding the return address for either single or continuous-feed envelopes.

Mailer can be used for mail-merging with WordStar, NewWord, WordPerfect, Microsoft Word, Volkswriter Deluxe, Spellbinder, Select, and MultiMate. Since Mailer exports ASCII files, other programs can use Mailer names as well.

Mailer does have some shortcomings. These are not problems in execution, just features that the program doesn't include. Mailer does not allow indexing, nor does it have a comprehensive custom reporting facility. The limitation of only one coding field, the reference field, is also somewhat constraining.

In all, Mailer is a good buy. Data entry is fairly simple and foolproof, record retrieval is better than average, and reporting in either label or other preset formats is adequate. Mailer's price/performance ratio is just about right.

Mailer, Version 2.5
Maurizi Associates
1344 Fitch Way
Sacramento, CA. 95864-3031
(916) 486-2993
List Price: \$79.95

Requires: 128K RAM, one disk drive, PC-DOS 1.1 or later, MS-DOS 2.0 or later.

In Short: Mailer is a competent mailing-list management program with very good record retrieval capability and a sensible user interface. One reference category for coding. Not copy protected.

Mailing List

Howe Software's Mailing List has been around in various incarnations since 1979. In that time it has been and still is available for CP/M machines and for three generations of TRS-80 computers. The current MS-DOS version (Version 3.0) costs \$99.95 and provides generic mailing-list facility with the main features most users care about, except the ability to merge names with text.

While there is no tutorial provided, the program's simplicity and its clear structure make it easy to learn. The on-screen menus and prompts are simple enough so that, combined with the manual, there's not a lot you need to learn. The company does not charge a fee for user support, so registered users can telephone Howe Software's support line for help. There's no toll-free line, however, so it will cost you for the phone call.

Mailing List uses eight predetermined fields and can handle up to 32,767 records. There is a "ditto" key function for making data entry easier. Records are saved after every entry, which protects you somewhat from losing your file with an improper keystroke or because of a power

outage or other problem. You can retrieve records by any field, but you can sort by only one field at a time.

After you type in the field contents, Mailing List redisplay the information in mailing-label format and asks for your confirmation before it saves the record. Since you enter information in a simple vertical field list, this composite display is a helpful way to check a record's contents.

Mailing List uses a predesigned label format but lets you select label sizes. As well as printing labels up to four across, the program will automatically perform both field and line trimming if necessary to make your labels more presentable. In addition to mailing labels, Mailing List includes two other report types that are very helpful: a master index and an envelope-printing function. The current version of Mailing List doesn't allow any mail-merging, which is unfortunate.

Mailing List also will not export or import files of any type. ~~Not being able to export ASCII files for use with other programs severely~~ limits Mailing List's flexibility. If you want to keep a list of your clients, customers, or members and occasionally want to send a somewhat personalized letter, Mailing List won't suffice. You must reenter all names into another program in order to produce form letters.

Mailing List is a mature program with all the bugs weeded out. It runs very well, but its rudimentary user interface and lack of more-sophisticated features make it overpriced at \$99.95.

Mailing List, Version 3.0

Howe Software

64 Windmill Rd.

Armonk, NY. 10504-2832

(800) 428-7825, ext. 169; (800) 428-7824, ext. 169 (in Calif.)

List Price: \$99.95

Requires: 128K RAM, one disk drive, DOS 2.0 or later.

In Short: Mailing List performs most of the expected functions with some attractive extra features such as automatic envelope addressing. "Key group field" for coding. Not copy protected.

Mailing List I

Alphanetics' Mailing List I maintains up to 25 separate mailing lists on one disk. All information about running the program is on the disk, which is convenient if you don't like manuals but is an aggravation if you prefer paper instructions. Mailing List I's features include several unique functions that make it a good program for handling small mailing lists.

This program is a reasonable buy at \$49.95. The program is just a bit tricky to learn at the start, but once you understand it, Mailing List I should be easy to use. Installation of Mailing List I is all done automatically in response to a few user prompts issued from the screen at start-up. The main concern is where the data will be stored. The program makes nice use of color with a very attractive screen.

There is no separate manual for this program. All you get with the program disk is a one-page feature list and a single-page start-up sheet that covers all Alphanetics programs. There are both an on-disk tutorial and an on-line, context-sensitive help-screen system. When you run the tutorial, you have the option of sending all screen output to your printer as well, which is a good idea because you can then put it in a binder and have a manual. Alphanetics undoubtedly has used an on-disk manual to save money, but I'd rather have a real manual.

Mailing List I uses a different tactic from many of the other programs reviewed in this series. You can build up to 25 different mailing lists and then select them from an on-screen menu. This approach is especially convenient if you have to maintain different lists for different purposes or organizations.

A disadvantage of Mailing List I is that you have to tell it in advance how many entries there will be in a given mailing list. Separate mailing lists can be merged, but in no case can a list include more than 2,800 names. The data entry screen is very pleasant to use. In addition to telling you the current drive and filename, date and time are displayed continuously on the screen. You type both first and last names in the name field, and the program finds the last name and uses it for the automatic sort field. If you want, you can override this designation and enter your own choice of contents in the sort field. There are also fields for an attention line, a selection code and comment, and a field that records the date the name was entered.

One of the program's most powerful features is the ability to sort a mailing list by any field. You cannot customize any report formats, but those that exist are selected from a menu and include printing up to four labels wide. You can select label sizes, and the program includes both field and line trimming. Up to 999 copies of an individual label can be printed. Mailing List I has no text-merging capability.

Mailing List I is a good program for someone who maintains a number of small mailing lists. Its merging and reporting limitations make it difficult to recommend for larger applications, but the program includes several admirable features for storing and finding names.

Mailing List I, Version 3.2

Alphanetics

P.O. Box 339

Forestville, CA. 95436

(800) 321-5346; (707) 887-7237 (in Calif.)

List Price: \$49.95

Requires: 128K RAM, one disk drive, DOS 2.1 or later.

In Short: Mailing List I is especially good for people who need to keep several shorter lists. It has several excellent features but will only work with small lists of up to 2,800 names. Not copy protected.

MaiList

MaiList is obviously meant for serious business. Its entry screens give room for a great deal of data, without any frills, and it allows for a wide margin of sort and selection criteria. However, it also has a few ways of making things unnecessarily difficult, and they get in the way of totally smooth operation.

MaiList organizes its entries through an "account identifier," which is made up of three separate factors: a two-character user-determined Executive Code, the entry number (which is automatically generated by the program), and another two-character Subcategory number. The Executive Code is required, and the program will not take you to the entry screen without it. Although this might help MaiList organize its entries, I considered it a definite hindrance.

The MaiList Customer Maintenance (entry) file allows you to enter a great deal of information. It leads off with the various identification fields, including name, company, and account identifier. After that, you can use two address fields, both of which have separate phone and salutation fields. Finally, there are a variety of two-character coding fields, including one labeled "Industry," four for service codes, one for occupation, and a final, 15-character field entitled Special Codes. Like several of its peers, MaiList provides these opportunities for coding under the assumption that you will remember all your various coding strategies; no provision is made for a note or reminder field.

When you want to create labels, you get the Customer Labels screen, which gives you your sort and selection options. You can choose to order your list by account number, last name, company, city, state, or ZIP code; you choose to run either your primary or secondary address. You can also select by all the various coding fields that are provided.

MaiList's search or "lookup" facility is a bit awkward. If you want to change an entry, you must be able to specify its "account identifier." If you don't know it, you can do a lookup, which

allows you to specify up to five letters of the person's name or company name. It then lists the first name that suits the criteria, along with the next several names on your list, and invites you to enter the now-exhibited account number. Even this identification aid isn't made available if you want to delete an entry; you must know its number first.

MaiList's report formats are all 132 columns across, and so you must enter input in compressed type. You can sort it according to account identifier, last name, company, or ZIP code sequence. You can select on these or any of the coding fields, and you can also select either a full or partial listing. You'll find that labels work in much the same way.

Potential users should also be aware that this is one of those fragile programs that have "corruptible" files. In other words, if you lose power or reboot while in the add, change, or delete modes, you can badly damage your files. In this event, MaiList has a reconstruct utility.

MaiList's allowance for multiple-user coding makes it ideal for users who need to be able to subdivide their listings into a large number of different categories; and MaiList's ability to use more than one file is

also a helpful factor. However, those who do not need such an elaborate coding system would probably find MailList less useful than some of its friendlier peers.

MailList I, Version 1.1
Alembic Computer Services Inc.
1306 E. Main St. Suite LL
Mesa, AZ. 85203
(602) 962-8010

List Price: \$59.95

Requires: 192K RAM, one disk drive, DOS 2.1 or later.

In Short: MailList is an excellent program for companies that need a large variety of coding facilities; others may find its insistence on an "account identifier" an avoidable nuisance. Account number with two two-digit fields for coding. Not copy protected.

Mailtrak

TCI Software's Mailtrak is a nicely efficient **mailing - list manager** that may not be quite as polished as some other products reviewed here, but shows a great deal of foresight into customer needs.

Although the product is titled Mailtrak, it is actually made up of several programs: Mailset, which sets the programs parameters; Mailtrak, which is the main entry and editing program; Mailsort, which creates user-chosen indexes; and Mailout, which handles data output.

Mailtrak's entry file gives users more fields than do many similar programs. The input screen not only includes the usual first-name, last-name, and address fields, but also contains two phone number fields, a country code field that automatically drops the name of the associated country into the printed address, and nine three-character numerical coding fields. These include five fields designated Mail Code, which are titled by the user, and four Act. Code fields, which come with associated date fields. Unfortunately, while it is very handy to have all those opportunities to code entries, Mailtrak has no provision to remind users of what their codes mean, a situation not helped by the numbers-only format. Some kind of note or help screen in this regard would be helpful.

Besides a flexible label print function, Mailout gives you a choice of two report formats: a complete listing or a nicely planned telephone list that allows you to choose whether to include a full address, both phone numbers, or a title. Its label function gives users a variety of choices, including number of lines, whether to include record or phone numbers, the number of copies, etc. You can also type in a short message. Although the program will not automatically skip unused address lines, you can decide which lines you wish printed by entering the appropriate line numbers in a special "line order" area.

It also proves flexible in the area of sorts and selects. When you run your file through the Mailsort program, you are actually creating a second index for the file that has been sorted by up to five fields. Thereafter, you can choose to display or print your file in either entry or sort order. You have considerable latitude in selections: you can choose to select on first name, last name, city, state, ZIP code, country, or phone area code (or a combination of these) on a greater-than or less-than (but not equal-to) basis.

Mailtrak does have a few small bugs, most of them attributable to its lack of polish. For example, on several of the select screens, the cursor keys will produce letters, and it is possible to inadvertently erase the on-screen formatting of the phone fields (although this does not affect the printouts). In addition, I was not extraordinarily fond of the entry deletion facility, which simply marks an entry as deleted and never really removes it.

However, Mailtrak is, overall, a rather nice program. It should be especially attractive to those with smaller systems, since it only needs 64K bytes of RAM for floppy disk drive machines and 128K RAM for PC-XTs, but its flexibility and response to user needs should recommend it to a wide audience.

Mailtrak, Version 1.14
TCI Software
6107 W. Mill Road
Flourtown, PA. 19031
(215) 836-1406
List Price: \$65

Requires: 64K RAM for IBM PCs, 128K RAM for IBM/XTs; one disk drive, DOS 1.1 or later.

In Short: A well-planned **mailing - list manager** with enough facilities to recommend it to most small business users. Change of names and sending of first names allowed in coding. Not copy protected.

MBS Mailing Label Program

If one of the justifications for **mailing - list managers** is their ease of use, then the MBS Mailing Label Program from MBS Software doesn't quite make the grade.

This software package is extremely versatile and can be adjusted to suit quite a number of user needs. However, if you intend to give it to a computer novice simply to enter data, you may want to spend a little time with it yourself first.

MBS comes with two disks: a setup disk, which runs your computer through a preparatory procedure, and the main system disk. The first time you start the program, it runs you through a quick file that configures the program for your hardware setup.

The MBS input screen must be one of the most complete that I've come across. It automatically indexes on a primary and secondary name field (if you want to index on a company name, you can put it in the primary field). Other available fields include a designation field (for titles such as Dr. or Mr.), a field for title or contact name, two phone fields, and a separate field for typing in the name that will appear in the first line of the label. Besides the usual address fields, you'll also find a long note field for remarks, a "type of address" code (for country codes), and three two-character user coding files.

Once you have typed in your entry, MBS takes you through several checkpoints along the way--enough to become irritating. It not only stops you after you've added the two sort names to ask if you're sure you've entered the right information, but it also takes you through three more "are you sure?"--type questions once you've hit the end of the entry screen.

The program's elaborate method of selecting entries to print also takes a bit of getting used to. Once you've gotten past the rather confusing screen setup, MBS allows you a large selection of comparative criteria, including equals, not-equals, and greater-than/less-than.

You also have a great deal of latitude when printing out labels or reports, including creating new formats, changing existing criteria, and recalling the most recently used selection criteria. However, unless your needs are satisfied by MBS's preprogrammed formats, you will have to go through the manual very carefully before you can put together your own.

MBS's major advantage is that you can change anything in the program--including entry screens, report formats, and help messages--using the program's query language. Although this gives the program as much flexibility as anyone would want, it also increases the difficulty factor. This is definitely not one of those programs that you can just slip into the disk drive and run--it takes a bit of work and learning time, and you've got to be prepared to spend that time to take full advantage of the program.

MBS Mailing Label Program, Version 3.0

MBS Software

12729 NE Hassalo St.

Portland, OR. 97230

(503) 256-0130

List Price: \$119; with merge and print facility, \$149.

Requires: 256K RAM, two disk drives, DOS 2.0 or later.

In Short: MBS is a very complex program that can offer users a great deal of flexibility in their mailing-list management, assuming they want to take the time to learn it. Four two-character fields for coding. Not copy protected.

NamePro

Business needs can vary, depending on whether you are part of a large, international corporation, a national firm of several hundred employees, or a small, local concern. NamePro is a clear, easy-to-understand **mailing - list manager** that is ideal for those in the last category.

In fact, NamePro's main purpose is to produce a portable address list that will furnish sorted name, phone number, address, and comment listings

for a small, pocket-sized notebook. As a result, it is somewhat limited in scope--NamePro creates only one data file, which holds up to 1,000 entries and assumes that your data is on the same disk drive with the program.

The main menu is set up in a clear, easy-to-understand manner. The numbered data functions include add, change, delete, inquire, model (which provides a "ditto" function and also allows you to create simple templates), and print. You can also order up a 19-screen help facility, as well as handy listings of state ZIP codes and telephone area codes. The function keys are put to use predominantly as help keys; they are listed on the right side of the screen and are associated with similarly numbered mailing-list tasks. For example, the F1 key will call up a help screen for task number 1: Add.

The program gives you the choice of entering your data in three different formats: personal, business, and notecard. There are very few differences between the first two: a personal entry has separate last-name and first-name fields, using the former as the key field, while a business entry has a distinct key field and a single name field. Otherwise, they both share three address fields, one phone number field, an eight-character category field (that can be used to select on), a re-sort field (that can contain information that you may alternatively wish to sort on, such as a ZIP code), and four comment fields. The notecard format contains key, category, and re-sort fields, along with seven comment lines. It is mainly useful as a user-created help file--for example, a listing of user codes that will be printed out at the end of a file can be created here.

The delete, change, or inquire functions work in a nicely instinctual fashion. When you choose any of these services, you are given a selection menu that lets you find the desired records by a variety of keys, including last name, whole or partial key words, or the category code. You can also choose to see separate listings of personal, business, or notecard entries, or combinations of these.

The printing function works equally well. There is a large enough variety in either the label, address book, or single-sheet formats to satisfy most user needs, and you can select on either category codes or entry formats.

Unfortunately, NamePro's limited capacity restricts it to the category of personal, or perhaps small-business, software. However, manufacturers of more extensive **mailing - list managers** could take a few lessons from this product on how to present a neat, well-organized package.

NamePro, Version 2.3

Computer Management Corp.

2424 Exbourne Ct.

Walnut Creek, CA. 94596

(800) 443-0100, ext. 158; (415) 930-8075

List Price: \$29.95

Requires: 128K RAM, one disk drive, DOS 2.1 or later.

In Short: A very clear, well-organized **mailing - list manager** that includes a pocket-sized address book, but that is too limited for serious business use. Several comment lines, one category and two resort fields for coding. Not copy protected.

Oxford Mailworks

Oxford Mailworks is an impressive combination of sophisticated graphics display and efficient mailing-list management. In fact, its screen presentation is probably the best of all the programs in this survey and adds immeasurably to its ease of use.

Esselte Pendaflex Corp. is so confident of the program's ease of use that it does not include a printed manual with its disk, but simply encloses a card that explains how to copy and start the program. Instructions are obtainable beginning from the first screen, where you have the choice of entering the program or going through the instructions and into each segment of the program. It even includes a tree directory to let you know where you are in the program. (If you really are helpless without a manual on your desk, there is an option to print out the manual.)

The main entry/search screen is nicely organized. User data is contained within two framed areas. The first contains basic address information, headed off by the sort line, in which a last-name, first-name convention is followed. It is followed by three address lines (the first of which contains the name as it should appear on your listing), and separate

city, state, and ZIP fields. The second area includes phone and comment fields, an "action date" field, and four 10-character keyword lines.

Meanwhile, the upper-right-hand side of the screen contains information such as the date, filename, date of last edit, and number of records. Along the bottom of the screen is a menu of available functions, most of which are accessed by hitting single keys.

You can search on several fields, including the sort field, city, state, ZIP code, phone, action date, and a keyword.

The Oxford Mailworks list of printout forms is one of the most complete available. Thirty-four in all, they include continuous labels of various sizes, clear labels, photocopy sheets, envelopes, mailing labels, name badges, file cards, postcards (including automatic change-of-address forms that print your old and new address, or a common message), self-mailers, two types of summary listings (one condensed, the other full), and a user-defined form that will print one-across.

The printing process takes you through three steps: form, setup, and print. First, you pick which type of form you want (it automatically defaults to the last type used); then you may choose a specific setup for that form--for example, single or double spacing, which lines to print, whether or not to print a return address or a common message, and whether you want to set it up for bulk mailing.

Oxford Mailworks is an impressive piece of software. One of the main reasons for choosing a **mailing - list manager** over a database is to be able to dive in, enter your data, and print it out in an appropriate format with little or no learning period; this package fulfills these criteria admirably.

Oxford Mailworks, Version 2.2

Esselte Pendaflex Corp.

71 Clinton Rd.

Garden City, NY. 11530

(516) 741-3200

List Price: \$49.95

Requires: 256K RAM, one disk drive, DOS 2.1 or later.

In Short: A well-organized and versatile product which provides users with a variety of easily accessible label and report formats. One comment, two four-keyword fields for coding. Not copy protected.

Super Base and Super Mail

PMC Software's two mailing-list management programs, Super Base and Super Mail, are good examples of the type of modest software products that are still being produced by small independent software companies. As such, they are solid programs with some limitations that may inhibit their use by larger firms.

Super Base, the more complex of the two, is geared toward the needs of a sales staff, but is flexible enough for most uses. Its entry screen contains fields for company name, first and last name, address, phone, dates of last purchase and last mailing, and alternative billing address. There is also a contact field and a terms field; the latter can be used for any type of user coding. Super Mail is much more limited and contains only fields for company name, first and last name, and mailing address. It doesn't even allow for a phone number field, which is unusual even for simple **mailing - list managers**.

Both products also contain account number fields, which are considered required fields. The account number is entered manually by the user before the entry screen appears, which can slow your entry speed considerably while you try to remember which account number you're up to. However, according to PMC Software, a new version of the program that may already be out will not require the account number and will also have the ability to generate it automatically.

Most of the functions in each program are accessed from the main menu. You can choose to add, find, change, or delete an entry, generate a printed list or mailing labels, create or change a password, merge names with a word processor, or browse. This last is the easiest way to find information, since it allows you to search for an entry by all or part of a last name, city, state, ZIP code, or terms (the user-coded field). In fact, it is the only way to find any entry if you can't remember the account number. Thus, if you want to change or delete a name and can remember only that the man's last name is Smithers, you must first find it using Browse, then go back to the main menu and enter the correct number.

The process of printing out a customer listing is very cut and dried: the listing is automatically generated in last-name order and immediately printed without much fuss. Super Base allows you more leeway in selecting which labels you wish to print. From the main menu, you can choose to print entries by selecting specific ZIP codes, terms, or customer activity. The latter allows you to choose entries with filled or blank purchase date fields, or with specific purchase dates or mailing dates. Super Mail is again more limited here, printing only mailing labels in their entirety or by selected ZIP code.

Super Base and its companion include a small extra facility: a little RAM-based notepad that appears in the upper-right-hand corner of the screen. It's a nice idea, but it doesn't work very well: the note takes a bite out of the entry screen when it is invoked, and the cursor tends to get lost if you try to type past the lower border of the notepad.

Of course, it would be unfair to expect highly sophisticated performance from software that costs \$25 and \$35, respectively. When that irritating account number has been eliminated, the two programs may well be inexpensive alternatives for those with limited needs.

Super Base, Version 2.6

Super Mail, Version 1.0

PMC Software

100 E. Second St.

Mineola, NY. 11501

(800) DIAL-PMC; (516) 294-1400

List Price: Super Base, \$35; Super Main, \$25.

Requires: 256K RAM, one disk drive, DOS 2.1 or later.

In Short: These rather limited products offer reasonable efficient mailing-list facilities for low cost. Super Base has a 10-character field for coding. Not copy protected.

Super Mailing List

Look--up at the screen. It's a procedure . . . it's a routine . . . no, it's Computer Solutions' Super Mailing List, which, disguised as a mild-mannered application developed in BASIC, is able to select and sort records any way you want it to. Super Mailing List gives the appearance of having been developed by a hobbyist, but for the list price of \$14.95, you can hardly go wrong.

Several of its features would be appreciated in some of the more-expensive programs. Super Mailing List is designed to run on a floppy disk computer system, although you can install it in a hard disk drive subdirectory. With floppy disks you need first to format a bootable disk and then copy the supplied program files as well as the necessary BASIC program files onto the disk. Then when you start the computer with the Super Mailing List "working" disk in drive A:, the program boots automatically.

To use Super Mailing List with a hard disk drive you should be sure that your start-up path includes access to BASIC and then work with the program's files all loaded in their own subdirectory. If you issue the command AUTOEXEC.BAT in that subdirectory, Super Mailing List will start automatically. All you need to do to configure Super Mailing List is to tell the program which is your data disk.

Super Mailing List comes with nine typed pages of documentation. If the manual were fleshed out a bit with illustrations, the content presented would probably take up 25 to 30 pages in a fancier manual. It is reasonably complete, limiting itself for the most part to the major functions and spending some time with the conditional query language.

Super Mailing List's entry screen lists the fields vertically. In addition to the expected fields for name, address, city, state, ZIP code and phone, there are also a company field and a greeting field. The greeting field is used to store a preferred salutation for your letters.

The program includes eight coding, or "flag," fields, labeled Flag1, Flag2, and so on up to Flag8. You can use these fields to select records with Super Mailing List's conditional query language, which uses And, Or and Not relationships. You can then sort selected records by any field. This level of selecting and sorting is very powerful in any level program. The price you pay for the feature is figuring out how to do it all. The program prompts you fairly well, but most users will probably have to practice to get it right. Still, this is an admirable feature in a \$14.95 program. In addition to using the flag fields, you can search by any field

for any data, a helpful level of searching flexibility.

When you run the program, you select all functions by typing single-letter commands chosen from a simple horizontal menu displayed on the bottom of the screen. Printing options are limited. You are basically limited to printing the current screen or standard 3 1/2 by 15/16-inch mailing-labels one across ("one-up"). Super Mailing List runs well but doesn't want to let you go. You have to hit the Enter key six times in response to program prompts before it finally lets you out. On the way out you have to see a list of Computer Solutions' other current products. That's irritating.

I had no major problems running Super Mailing List. Its user interface has limitations, but it gives the best price performance of all the programs I reviewed in this series. If you're in the market for a mailing list and have the time to do some research, I'd suggest that you buy this program and try it out. Even if it doesn't meet all of your needs, you can learn a good deal about searching and sorting. Since it includes the ability to output an ASCII merge file, you should be able to import entered data if you later find you need to use a fancier program.

Super Mailing List, Version 2.0

Computer Solutions

P.O. Box 354

Mason, MI. 48854

(517) 628-2943

List Price: \$14.95

Requires: 64K RAM, one disk drive, DOS 2.0 or later.

In Short: Super Mailing List is a buy at \$14.95. It includes selection and sorting abilities that should be the envy of other programs. Eight flag fields for coding. Not copy protected.

Traveling SideKick

Traveling SideKick, from Borland International, is possibly the first truly yuppie software package. It comes with one of those oversized appointment books that have become all the rage, with little pockets for business cards and calculator and separate sections for your schedule, addresses, receipts, and any other notes you need. But although the emphasis of the package is on its ability to generate address and appointment lists formatted especially to fold into the binder, Traveling SideKick also contains an efficient and smoothly operating label generator.

Traveling SideKick works through a series of pull-down menus. The opening screen offers three categories to choose from: Addresses, Engagements, and Setup. Addresses allows you to enter, find, change, and remove addresses, sort according to name, company, or ZIP code, and generate either phone or address listings (for the appointment book) or mailing labels. Engagements allows you to use the program's calendar facility. Setup lets you change the default setup--for example, you can change your default files, the number of labels across, and the number of lines down per label (6, 9 or 12). You can also change your printer format to specify near-letter-quality or compressed type, but you have to know the control codes (those for the Epson or IBM are included in Borland's manual).

Traveling SideKick's data entry screen is divided into two windows. The top window contains the entry form, which includes fields for initials, name, company, address, country, one phone field, a free field titled Remarks, and an automatic date field. The bottom exhibits a shortened list of existing entries. If you want to view an entire entry, you can highlight the shortened form and all the appropriate information is automatically displayed on top; at this point you can make any necessary changes. You can also find information by doing a search on any of the fields.

Unlike many of the other **mailing list managers**, Traveling SideKick includes a very efficient conversion program that allowed me to pick up entries from either a fixed field or character-delineated file, specify which fields should be picked up, then enter my 25-name list with no fuss whatever. There was also very little bother involved in printing out labels. Once you have chosen Labels from the pull-down Addresses menu, you have a choice of sending the file to the printer, to the screen, or to a disk file. At this point, you can also select on any fields (on an "equals" basis only). You can print up to four labels across in normal type.

The program gives you three sort choices: by name, ZIP code, or

company. This is where Traveling SideKick presents a problem for business users: instead of separate first- or last-name fields, it contains only a single name field. Thus, the only way you can sort according to last name is if you type your entries in a last-name, first-name format; your labels will also be printed in that format. Additionally, since both the phone and address lists are formatted for the Traveling SideKick binder, they are not really suitable for any type of independent reports. And Version 100A is limited to 310 address entries; however, the next version (which should have been out by January 1987) will be limited only by RAM.

If you simply need a quick and easy way to enter addresses and produce labels (and especially if you like the idea of using your computer as a personal secretary), Traveling SideKick is probably worth a look.

Traveling SideKick, Version 100A

Borland International Inc.

4585-Scotts-Valley-Dr.

Scotts Valley, CA. 95066

(800) 255-8008; (800) 742-1133 (in Calif.)

List Price: \$69.95

Requires: 256K RAM, one disk drive, DOS 2.0 or later.

In Short: Traveling SideKick is a good, efficient **mailing - list manager** for those whose needs are limited to address labels or who want to take advantage of its calendar facility. Remarks column for coding. Not copy protected.

CAPTIONS: Fact file: Client List. (table)

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SPECIAL FEATURES: illustration; table

COMPANY NAMES: Navic Software--Computer programs

DESCRIPTORS: Mailing List; Evaluation; DBMS; Software Packages; Mail Preparation; Office Automation

SIC CODES: 7372 Prepackaged software

TRADE NAMES: Client List (Data base management system)--evaluation

OPERATING PLATFORM: MSDOS

PROGRAMMING LANGUAGE: BASIC

FILE SEGMENT: CD File 275

7/9/7 (Item 2 from file: 275)
DIALOG(R) File 275:Gale Group Computer DB(TM)
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01236769 SUPPLIER NUMBER: 06284624 (THIS IS THE FULL TEXT)
Word processing and DTP being unified: emerging trend. (desktop publishing)
Chartock, David S.
Computer & Software News, v6, n9, p55(1)
Feb 29, 1988
ISSN: 0745-5291 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 462 LINE COUNT: 00039

ABSTRACT: With word processing and **desktop publishing** becoming more intertwined, software developers are responding to the demand for integrated software packages that offer both word processing and **desktop publishing** features. The two newest software packages in this category are Lifetree's Total Word and WordPerfect's Wordperfect 5.0. Each package offers page previewing functions, typefaces, and such high-end word processing features as a thesaurus and spelling checker dictionary. Total Word features newspaper-style columns, redline, strikeout, and comments functions. Wordperfect 5.0 features line and box drawing, multiple column display, and Hercules RAM Font support. Both Lifetree and WordPerfect feel the **desktop publishing** functions in their respective products will satisfy most user requirements.

TEXT:

Word processing and DPT being unified

NEW YORK -- As the worlds of **desktop publishing** and word processing become more intertwined, software developers are moving to meet the demand for integrated software packages that offer both word processing and **desktop publishing** features.

This view, proffered by Pam Bliss, an analyst with Dataquest, the market research company headquartered in San Jose, Calif., is reflected by vendors entering this emerging market including Lifetree and Wordperfect, the two newest entries in this evolving category.

Alan Ashton, president of Wordperfect, Orem, Utah, said before word processors and **desktop publishing** programs were integrated, the user had to buy both, and switch back and forth between them to achieve the desired results.

In addition, added Camilo Wilson, chairman of Lifetree, Monterey, Calif., an integrated program saves the user the cost of a page layout program, which usually costs between \$495-\$695.

Lifetree's program, Total Word, and WordPerfect 5.0 are each retail priced at \$495, and both vendors believe the **desktop publishing** functions in their programs will satisfy most under requirements.

Each of these programs offer page previewing functions, typefacs and highend word processing features that include a Theasaurus and spelling checker dictionary.

Total Word feawtures font management, and the ability to adapt itself to any printer. It also has built in typefaces plust Postscript, Wilson added.

Lifetree's program offers newspaper-style columns, redline, strikeout and comments functions, **mail list management**, macros, file **management**, forms printing and math functions.

WordPerfect 5.0 does not feature Postscript, but a Postscript driver instead. "We've been working closely with Adobe and our Postscript driver will provide Postscript at the printer-end," Ashton claims.

Wordperfect program also offers line and box drawing and multiple column display as well as Hercules RAM Font support, Ashton said.

Total Word is "already customized for scientific and engineering markets because it also has a built-in 450-character-symbol set. It also includes foreign language fonts for French, Greek, German and Spanish," Wilson said.

Upgrades to version 5.0

WordPerfect is offering an upgrade program to version 5.0. Recent buyers of WordPerfect 4.2 will get 5.0 free and those who purchased it before February can upgrade for \$50.

Both vendors are targeting a portion of their installed base as

prospective customers.

Lifetree's VolksWriter has an installed base of 250,000, Wilson claims, and the chairman noted that the company hopes to sell 20,000 copies of Total Word by year end.

Ashton claims WordPerfect's installed base is 500,000 to 1 million users, and he would like 20 percent to 40 percent of the installed base to upgrade to WordPerfect 5.0.

Total Word will be sold through resellers and through distributors.

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SPECIAL FEATURES: illustration; photograph

COMPANY NAMES: Lifetree Software Inc.--Product introduction; WordPerfect Corp.--Product introduction

DESCRIPTORS: DTP Software; New Product; Word Processing; Market Analysis; Trends

SIC CODES: 7372 Prepackaged software

TRADE NAMES: WordPerfect 5.0 (Word processing software)--Product introduction; Total Word (Word processing software)--Product introduction

FILE SEGMENT: CD File 275

5/9/2 (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00639323 92-54263

1992 American Catalog Awards - Apparel Over \$100: Bullock & Jones: A Simple Story Well Told

Hayes, Lynn

Catalog Age v9n9 PP: 120-121 Sep 1992 ISSN: 0740-3119 JRNL CODE: CTA

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

SPECIAL FEATURE: Charts

WORD COUNT: 1187

ABSTRACT: Bullock & Jones' *Holiday* 1991 edition is no exception to the company's continuing commitment to excellence, capturing the 1992 American Catalog Awards' Silver Award in Apparel Over \$100 category. Bullock & Jones is virtually without peer in the fine menswear market. One of the catalog's consistently strong points is its flawless design and production. As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Each catalog spread has excellent eyeflow, according to the judging panel. The merchandise assortment, too, scores high with the judges. The only problem, one judge says, is that it is sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alphakeyed only in the corner of the photograph, not directly on the item itself.

TEXT: There have been a lot of changes in the catalog business since the American Catalog Awards first began, but one thing that has remained constant is Bullock & Jones. Year after year, this catalog of fine clothing and accessories for men follows its market, not the current fad; it chooses high quality over high sell; it eschews hyperbole in favor of understatement.

The *Holiday* 1991 edition is no exception to the company's continuing commitment to excellence, capturing the Silver Award in Apparel Over \$100. Bullock & Jones is virtually without peer in the fine menswear market.

One of the catalog's consistently strong points is its flawless design and production. Photographic detail, enhanced by outstanding color separations, printing and paper, is superb: On a pair of black velvet slippers, for example, each stitch of the embroidered foxhead design in delicate gold thread is clearly visible. Each minute on the face of a Bullock & Jones watch can be counted, each marking on its lizard band traced.

Readers can practically feel the variations in texture in each article of merchandise--the softness of a lambskin suede cardigan, for example, the crispness of an oxford tab-collar shirt, the plushness of the fleece lining in a shearling vest, or the silkiness of the paisley trim on a wool robe.

FLATS WITH DIMENSION

As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Products are shown both singly and in merchandise assortments, grouped together in attractive spreads according to function and color, and showcased in abundant white space. Monochromatic palettes are enlivened by an additional coordinating hue.

One spread, for instance, entitled "Superb Naturals, Well-Bred Casuals in the Finest of Fibers," features a collection of comfortable weekend clothing: a tan camel's hair jacket; a crewneck sweater patterned with shades of blue, rust and amber against a deep brown background; two pairs of corduroy slacks--one in beige, the other in cognac; a light blue chambray shirt; and a pair of demi-boots in a deeper tone of cognac. Next to this coordinated clothing ensemble is a vicuna English lambskin blazer and an autumn-toned tie.

"Creatively, this book is very well put together," says a panelist. "Bullock & Jones has some of the best 'flats' in the business."

Each catalog spread also has excellent eyeflow, according to the judging panel. "Every spread has a feature item that draws you into it initially," says one judge. "Then you're able to look at all the other items without distraction. So many catalogs try to put too many products on a page. Bullock & Jones never does that."

"I can't think of one suggestion to improve the elegant and understated presentation," says another judge.

MERCHANDISE FITS THE MARKET

The merchandise assortment, too, scores high with the judges. The 44-page holiday catalog features a well-chosen array of classic, contemporary clothing and accessories for men, opting for quality over quantity. The company understands that its customers expect it to have the best merchandise, not the most.

Prices are high--\$1,195 for a mink-collar topcoat, for example, \$1,350 for a lambskin blouson, or \$1,395 for a Bradford suede jacket. Wardrobe essentials are also expensive--a button-down cotton shirt priced at \$85, a wool robe at \$350, or a glen plaid sport coat at \$795.

But, according to the judges, the high price tags are matched with high quality, and the merchandise is geared to men with incomes to support their discerning taste.

"Bullock & Jones knows its audience," says one of the judges. "The company is the leading-edge merchandiser to the upscale men's market."

"The excellent quality of the merchandise is obvious," a second judge adds.

Copy that romances the merchandise, therefore, would be superfluous. And Bullock & Jones wisely pares down its copy to the bare facts about each product, then adds just a touch of its own sophisticated style.

A camel's hair cable crewneck, for example, "is a sure-to-please classic, essential in a gentleman's casual wardrobe. Knitted in Scotland of soft, two-ply yarns. Sizes M, L, XL, XXL."

The only problem, one judge says, is that it's sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alpha-keyed only in the corner of the photograph, not directly on the item itself.

THE NAME MEANS SERVICE

In the area of service, Bullock & Jones capitalizes on its name. As the cover notes, the company has been in business since 1853. Its longstanding tradition of satisfying customers is explained on the order form insert: "Since 1853, we've been committed to offering our customers the very finest in men's apparel from the world's top makers."

Its guarantee takes the same authoritative tone: "If, for any reason," it reads, "you or your gift recipient are not happy with a purchase, please return it (in new condition, please) within 30 days. We will exchange the item or give you full credit or a refund...."

Although judges would like to see the catalog's 800 number sprinkled more frequently throughout the book, they note that it is displayed prominently on the order form, and praise the order form itself for its simplicity and clean design--"customer friendly," as one judge puts it. There is plenty of space for each line item, and service policies, merchandise availability, delivery information, and shipping and handling costs are clearly defined. The panel also likes Bullock & Jones's extra customer service feature of offering a free gift box and card with the customer's message, and its

invitation to "shop with confidence" by phone, mail, fax or at its retail store in San Francisco.

COVER LACKS DRAMA

The cover, however, is not completely to the judges' liking. They compliment Bullock & Jones for the eye-catching use of its distinguished logo, which runs boldly in red type from bottom to top along the left-hand side of the page. They also agree that the cover photo--a black, paisley-trimmed robe hung casually over a high-back chair, a pair of velvet slippers resting comfortably on the floor beside it, and a glass-topped table under an antique mirror on the wall behind it--is visually stunning.

"It projects elegance and quality," a judge observes, who nonetheless agrees with another judge who points out, "there isn't enough of a holiday feeling to it." Aside from the red logo in the foreground and one small, untied red ribbon draped loosely around an opened gift box in the background, "there's nothing that tells me this is a holiday book," according to the judge. "It isn't really special."

"The cover lacks drama and impact," another panelist adds.

They also fault the catalog slightly for its absence of institutional copy. While Bullock & Jones customers are certainly familiar with the company's image, prospects receiving the catalog might have trouble determining exactly what the company stands for or the caliber of merchandise the catalog contains, the judges comment.

Nevertheless, they agree, Bullock & Jones, as in years past, is definitely worthy of honors in this category. As one judge sums up, "Bullock & Jones owns this market, as far as I'm concerned."

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COMPANY NAMES:

Bullock & Jones (DUNS:02-506-5012)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; Mail order houses; Case studies; Awards; Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific); 8303 (CN=Wholesale industry)

Set	Items	Description
S1	783	(MAIL OR MAILING) (W)LIST(W)MANAGER? ?
S2	1	LIST&MAIL
S3	311	LIST(W)PRO
S4	6	ULTIMATE(W)MAILER
S5	3	S1 AND S3 AND S4

?t s5/free/all

5/8/1 (Item 1 from file: 275)

DIALOG(R)File 275:(c) 2002 The Gale Group. All rts. reserv.

01211233 SUPPLIER NUMBER: 04739025 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Client List. (Software Review) (mailing - list managers) (evaluation)
 March 31, 1987
 WORD COUNT: 15602 LINE COUNT: 01175

SPECIAL FEATURES: illustration; table
 COMPANY NAMES: Navic Software--Computer programs
 DESCRIPTORS: Mailing List; Evaluation; DBMS; Software Packages; Mail Preparation; Office Automation
 SIC CODES: 7372 Prepackaged software
 TRADE NAMES: Client List (Data base management system)--evaluation
 OPERATING PLATFORM: MSDOS
 PROGRAMMING LANGUAGE: BASIC
 FILE SEGMENT: CD File 275

5/8/2 (Item 1 from file: 47)

DIALOG(R)File 47:(c) 2002 The Gale group. All rts. reserv.

02948580 SUPPLIER NUMBER: 04739025 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Client List. (Software Review) (mailing - list managers) (evaluation)
 March 31, 1987
 WORD COUNT: 15602 LINE COUNT: 01175

SPECIAL FEATURES: illustration; table
 COMPANY NAMES: Navic Software--Computer programs
 SIC CODES: 7372 Prepackaged software
 TRADE NAMES: Client List (Data base management system)--evaluation
 FILE SEGMENT: CD File 275

5/8/3 (Item 2 from file: 47)

DIALOG(R)File 47:(c) 2002 The Gale group. All rts. reserv.

02948579 SUPPLIER NUMBER: 04755131 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Special delivery: mailing - list managers . (evaluation)
 March 31, 1987
 WORD COUNT: 2186 LINE COUNT: 00161

SPECIAL FEATURES: illustration; table
 DESCRIPTORS: Mailing lists--Computer programs; Software--Evaluation
 TRADE NAMES: Bulk Mailer 4.0 (Computer program)--evaluation; Client List (Computer program)--evaluation; Data*Easy PC **Ultimate Mailer** 2.0 (Computer program)--evaluation; FastPak Mail 2.0 (Computer program)--evaluation; Flowmail 2.0 (Computer program)--evaluation; KeyMailer 3.0 (Computer program)--evaluation; Label Express (Computer program)--evaluation; Label Master 3.0 (Computer program)--evaluation; List and Mail 1.1 (Computer program)--evaluation; List n Label (Computer program)--evaluation; **List Pro** II (Computer program)--evaluation; Mail-Track-I with LetterMerge 1.35 (Computer program)--evaluation; Mail-Track-II with LetterMerge II 1.21 (Computer program)--evaluation; Mailer 2.5 (Computer program)--evaluation; Mailing List 3.0 (Computer program)--evaluation; Mailing List I (Computer program)--evaluation; MailList 1.1 (Computer program)--evaluation; Mailtrak 1.14 (Computer program)--evaluation; MBS Mailing Label Program 3.0 (Computer program)--evaluation; NamePro 2.3 (Computer program)--evaluation; Oxford Mailworks 2.2 (Computer program)--evaluation; Super Base 2.6 (Computer program)--

evaluation; Super Mail 1.0 (Computer program)--evaluation; Super Mailing
List 2.0 (Computer program)--evaluation; Traveling SideKick 100A
(Computer program)--evaluation
FILE SEGMENT: MI File 47

```

?s (nordstrom(w)com)
Processing
Processed 10 of 54 files ...
Completed processing all files
        68942  NORDSTROM
        11709194  COM
S1 2994 (NORDSTROM(W)COM)
?s multiple(2w)recipients or (more(w)than(w)one(w)recipient)
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processing
Processed 10 of 54 files ...
Processing
Processing
Processing
Processed 20 of 54 files ...
Processing
Processing
Processing
Processed 30 of 54 files ...
Processing
Processing
Processed 40 of 54 files ...
Processing
Processed 50 of 54 files ...
Completed processing all files
        2673338  MULTIPLE
        328628  RECIPIENTS
        2401  MULTIPLE(2W)RECIPIENTS
        34656691  MORE
        29187109  THAN
        32975942  ONE
        287261  RECIPIENT
        97  MORE(W)THAN(W)ONE(W)RECIPIENT
S2 2490 MULTIPLE(2W)RECIPIENTS OR (MORE(W)THAN(W)ONE(W)RECIPIENT)
?s s1 and s2
        2994  S1
        2490  S2
S3 7 S1 AND S2
?t s3/free/all

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3/8/1      (Item 1 from file: 16)
DIALOG(R)File 16:(c) 2002 The Gale Group. All rts. reserv.

05900066   Supplier Number: 53111124 (USE FORMAT 7 FOR FULLTEXT)
Nordstrom Launches Online Store at www. Nordstrom . com .
Oct 21, 1998
Word Count: 733
PUBLISHER NAME: PR Newswire Association, Inc.
COMPANY NAMES: *Nordstrom Inc.
EVENT NAMES: *240 (Marketing procedures)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *5600000 (Apparel & Shoe Stores)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 448 (Clothing and Clothing Accessories Stores)
TICKER SYMBOLS: NOBE
SPECIAL FEATURES: INDUSTRY; COMPANY
ADVERTISING CODES: 32 Marketing/Advertising Methods

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3/8/2      (Item 1 from file: 148)
DIALOG(R)File 148:(c)2002 The Gale Group. All rts. reserv.

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10548576 SUPPLIER NUMBER: 53111124 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Nordstrom Launches Online Store at www. Nordstrom . com .
Oct 21, 1998
WORD COUNT: 766 LINE COUNT: 00067

COMPANY NAMES: Nordstrom Inc.--Marketing
INDUSTRY CODES/NAMES: BUS Business, General; BUSN Any type of
business
DESCRIPTORS: Clothing stores--Marketing
PRODUCT/INDUSTRY NAMES: 5600000 (Apparel & Shoe Stores)
SIC CODES: 5600 APPAREL AND ACCESSORY STORES
TICKER SYMBOLS: NOBE
FILE SEGMENT: NW File 649

3/8/3 (Item 1 from file: 621)

DIALOG(R)File 621:(c) 2002 The Gale Group. All rts. reserv.

01735629 Supplier Number: 53111124 (USE FORMAT 7 FOR FULLTEXT)
Nordstrom Launches Online Store at www. Nordstrom . com .
Oct 21, 1998
Word Count: 733
PUBLISHER NAME: PR Newswire Association, Inc.
COMPANY NAMES: *Nordstrom Inc.
EVENT NAMES: *240 (Marketing procedures)
GEOGRAPHIC NAMES: *1USA (United States)
PRODUCT NAMES: *5600000 (Apparel & Shoe Stores)
INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)
NAICS CODES: 448 (Clothing and Clothing Accessories Stores)
TICKER SYMBOLS: NOBE

3/8/4 (Item 1 from file: 813)

DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

1361877 SFW077
Nordstrom Launches Online Store at www. Nordstrom . com

DATE: October 21, 1998
WORD COUNT: 748

COMPANY NAME: NORDSTROM, INC.
TICKER SYMBOL: NOBE
PRODUCT: INTERNET, MULTIMEDIA, ONLINE (MLM); RETAIL (REA)
DESCRIPTORS: NEW PRODUCTS & SERVICES (PDT)
STATE: WASHINGTON (WA)
SECTION HEADING: BUSINESS; RETAIL

3/8/5 (Item 1 from file: 20)

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03175781 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Nordstrom Launches Online Store at www. Nordstrom . com
October 21, 1998
WORD COUNT: 736

DESCRIPTORS: New Products & Services; Marketing; Company News
COUNTRY NAMES/CODES: United States of America (US)
REGIONS: Americas; North America; Pacific Rim
PROVINCE/STATE: Washington
SIC CODES/DESCRIPTIONS: 5900 (Miscellaneous Retail); 5600 (Apparel &
Accessory Stores)

3/8/6 (Item 1 from file: 570)

DIALOG(R)File 570:(c) 2002 The Gale Group. All rts. reserv.

01696255 Supplier Number: 53111124 (USE FORMAT 7 FOR FULLTEXT)

Nordstrom Launches Online Store at www. Nordstrom . com .

Oct 21, 1998

Word Count: 733

PUBLISHER NAME: PR Newswire Association, Inc.

COMPANY NAMES: *Nordstrom Inc.

EVENT NAMES: *240 (Marketing procedures)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *5600000 (Apparel & Shoe Stores)

INDUSTRY NAMES: BUS (Business, General); BUSN (Any type of business)

NAICS CODES: 448 (Clothing and Clothing Accessories Stores)

TICKER SYMBOLS: NOBE

SPECIAL FEATURES: INDUSTRY; COMPANY

ADVERTISING CODES: 32 Marketing/Advertising Methods

3/8/7 (Item 1 from file: 610)

DIALOG(R)File 610:(c) 2002 Business Wire. All rts. reserv.

00209554 20000307067B5865 (USE FORMAT 7 FOR FULLTEXT)

**Smith-Gardner Expands Online Ordering and Customer Service Capabilities
With Release of WebOrder 4.4**

Tuesday, March 7, 2000 08:01 EST

WORD COUNT: 801

COMPANY NAMES: NORDSTROM INC; HICKORY FARMS; MEDIA RELATIONS GROUP; MEDIA
RELATIONS INC; FLEISHMAN HILLARD INC

GEOGRAPHIC NAMES: FLORIDA; USA; AMERICAS; NORTH AMERICA

INDUSTRY NAMES: ADVERTISING AND PROMOTION; COMPUTER SOFTWARE; INTERNET;
RETAILING AND DISTRIBUTION; MARKETING; COMPUTERS; COMMUNICATIONS
TECHNOLOGIES

EVENT NAMES: ADVERTISING AND PROMOTION; DISTRIBUTION CHANNELS; RETAILING;
TECHNOLOGY DEVELOPMENT

2/9/2 (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
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01583055 Supplier Number: 42368206 (THIS IS THE FULLTEXT)

NEW FOR PCS: Geoworks Clip Art 09/16/91

Newsbytes, pN/A

Sept 16, 1991

Language: English Record Type: Fulltext

Document Type: Newswire; General Trade

Word Count: 336

TEXT:

BROOKLYN, NEW YORK, U.S.A., 1991 SEP 16 (NB) -- Global Softworks Ltd., has announced that its new Geoclips clip art packages for use with GeoWorks will be available in October of this year.

Global Softworks says the packages are currently in beta testing. The two packages will contain a combined total of over 500 pieces of original and public domain clip art, for business and home use. The packages will include holiday themes, maps, arrows, computer art, and business stamps such as "Paid."

The company says it also has other products under development. "If we hold to our development schedule, we expect to have a total of six GeoWorks-compatible products available before year's end," said Global President and CEO Eric Hammer.

Jeff Engwind, PR manager for Global, told Newsbytes that while he couldn't talk about the products under development until they were in beta testing, the next package would be out in about a month. Engwind said the next package would be a collection of items, but not clip art.

The two packages will sell for \$19.95 each or \$29.95 for both. The company says that with the holiday season approaching, the company will include a personalized **gift card**, and will ship direct to the recipient.

Sampler sets of GeoClips will soon be available for downloading from the GENie and America **Online** bulletin boards for the cost of the connect time only, or can be ordered directly from Global Software for \$4.95. Other bulletin board sysops and shareware distributors can get a free copy of the sampler sets for distribution by contacting Global Software in writing. global is located at 953 E. 29th Street, Brooklyn, New York, 11210.

Hammer said that credit card orders for the clip art packages are also now being handled by The Public Software Library in Houston, Texas. Buyers can call 800-242-4775 or FAX 713-524-6398 to order via credit card. Global does not accept credit card orders direct.

(Jim Mallory/910913/Press contact: Jeff Engwind, global Software, 718-258-8153)

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PUBLISHER NAME: Newsbytes News Network

COMPANY NAMES: *Global Softworks Ltd.

EVENT NAMES: *330 (Product information)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372440 (Graphics Software)

INDUSTRY NAMES: BUSN (Any type of business); CMPT (Computers and Office Automation); TELC (Telecommunications)

NAICS CODES: 51121 (Software Publishers)

7/9/7 (Item 1 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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Office Supply Retailers Grapple With Whirlwind of Industry Change

Aun, Leslie

Washington Business Journal (McLean, VA, US), V10 N12 s1 p13

PUBL DATE: 910819

JOURNAL CODE: WBJ DOCUMENT TYPE: Newspaper article

WORD COUNT: 930

DATELINE: Washington, DC, US

TEXT:

For many decades, local office supply firms quietly went about the business of providing area companies with pens, paper, file cabinets and the other accoutrements of the corporate world.

Some, notably industry leaders M.S. Ginn Co. and Chas. G. Stott & Co., expanded and opened stores around the area, but the business was dominated by single-store, mom and pop operations, seemingly cushioned against hard economic times by the federal government and the business community's constant need for supplies and equipment.

"There's a saying in the business that people buy black ink when times are good and red ink when times are bad, but either way they'll need ink," said Simon DeGroot, communications director for the Alexandria-based National Office Products Association.

Then came Staples, Pace and Price Club, large volume discounters able to slash prices and grab market share, throwing the sleepy local office supply industry into turmoil.

At the same time, the proliferation of business bankruptcies and corporate downsizings left the office supply industry with fewer places to hawk its wares.

In the past 18 months, a number of venerable suppliers have closed their doors, while others have changed ownership or shut down their retail outlets to focus on commercial and government sales. Still others have diversified searching to replace the customers lost to the superstores.

"In this industry there is tremendous restructuring, mainly because there is a new player, and this player is loaded to the gills with capital," said David Guernsey of Chantilly-based Guernsey Office Products. "Staples and these other discounters represent a good deal for the individual or small business."

Among the changes in the local industry in the past year was Ginn, the area's largest office supply retailer, which was acquired by BT Group of the Netherlands.

Chantilly-based Southern Office Supply, which at its peak had five stores, shrunk to just three stores and was recently acquired by Lucas Bros., the largest office products dealer in Baltimore. SOS, founded in 1939, had been the seventh-largest office supply retailer in the Washington area, with 1990 sales of \$10 million.

Additionally, the area has seen the demise of larger companies, including the Alexandria-based Stationers, which scaled back on the number of stores before ceasing operations several months ago. At its peak, the company operated nine stores and had \$23 million in annual sales.

Stern Office Furniture filed for Chapter 11 protection in October 1990, although industry rumor has it that president Andrew Stern may be seeking to re-enter the business.

Stern's main competitor, Desks & Furnishings Inc., successfully

reorganized under Chapter 11 after being acquired by a Chicago office furniture company.

As Staples has increased its market presence, recently opening its 12th area store in Falls Church, a slew of smaller companies around the area also have called it quits in recent months. Casualties include Vienna Office Products and Conus of Chantilly.

And a number of major suppliers, including Guernsey and Midtown Office Supply of Silver Spring, have closed or de-emphasized the retail end of their business, focusing on lucrative commercial and government contracts.

"We've given up the retail end to Staples," said the president of one local office supply company. "Staples opened down the street and our business changed radically, so we closed our store."

Said David Guernsey, "We've been positioning ourselves to survive in the turbulence. We have a couple stores, but they're really meaningless."

Some industry executives predict that the office supply business will soon be carved up into two distinct markets that could soon put the small-scale office supply retailer into extinction.

Discounters, such as Staples, will attract the price-conscious consumer sector, including the small business owners, students and the general public, by offering discounts that smaller stores cannot hope to match.

"Serving large companies is really beyond our vision. We focus on businesses with less than 50 employees," said James Forbush, vice president of marketing for Staples.

Says one veteran office supply company executive, "In our industry, we would get more profit from our bread and butter items so we could carry products that had less profit. Take pencils for example. That used to be an item we'd sell and triple our money on. Now we're lucky to get 20 percent because over at the Price Club they're selling them for \$1-a-dozen. There are a lot of people just holding on."

At the same time, the smaller companies are finding it increasingly difficult to compete with large distributors, such as Boise Cascade Office Products of Jessup, capable of offering such amenities as direct ordering via **computer**, next day delivery, a full-service **catalog**, significant discounts and on-site sales representatives for major corporate and government clients.

"It's kind of like you don't see any more corner grocery stores--the food industry has been taken over by 7-Eleven and High's," said Mike Meehan of Boise Cascade, whose parent company is one of the largest office supply distributors in the country. "For a small company, if a Staples opens up next door, they're in trouble."

Sensing the trend, some small and mid-size suppliers have begun changing product lines or expanding into new areas.

Stores that once sold ledger pads and typewriter ribbons now stock wrapping paper, **greeting cards**, stationery, as well as novelty and **gift** items. Others have begun selling janitorial supplies or recycled printer cartridges.

"The successful are the ones who saw change and responded to it," said NOPA's DeGroot. "The industry has just become very competitive in the past couple of years."

Said one local supply company executive, "Everyone is looking for another avenue adjunct to their business as a substitute for bread and butter items."

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CLASSIFICATION CODES: 8390 (Retailing industry); 1110 (Economic conditions & forecasts); 7000 (Marketing)

DESCRIPTORS: Retailing industry; Office equipment; Prices; Market shares;
Industrywide conditions; Competition; South Atlantic
SPECIAL FEATURE: Photo

5/9/2 (Item 2 from file: 15)
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1992 American Catalog Awards - Apparel Over \$100: Bullock & Jones: A Simple Story Well Told

Hayes, Lynn

Catalog Age v9n9 PP: 120-121 Sep 1992 ISSN: 0740-3119 JRNL CODE: CTA

DOC TYPE: Journal article LANGUAGE: English LENGTH: 2 Pages

SPECIAL FEATURE: Charts

WORD COUNT: 1187

ABSTRACT: Bullock & Jones' **Holiday** 1991 edition is no exception to the company's continuing commitment to excellence, capturing the 1992 American Catalog Awards' Silver Award in Apparel Over \$100 category. Bullock & Jones is virtually without peer in the fine menswear market. One of the catalog's consistently strong points is its flawless design and production. As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Each catalog spread has excellent eyeflow, according to the judging panel. The merchandise assortment, too, scores high with the judges. The only problem, one judge says, is that it is sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alphakeyed only in the corner of the photograph, not directly on the item itself.

TEXT: There have been a lot of changes in the catalog business since the American Catalog Awards first began, but one thing that has remained constant is Bullock & Jones. Year after year, this catalog of fine clothing and accessories for men follows its market, not the current fad; it chooses high quality over high sell; it eschews hyperbole in favor of understatement.

The **Holiday** 1991 edition is no exception to the company's continuing commitment to excellence, capturing the Silver Award in Apparel Over \$100. Bullock & Jones is virtually without peer in the fine menswear market.

One of the catalog's consistently strong points is its flawless design and production. Photographic detail, enhanced by outstanding color separations, printing and paper, is superb: On a pair of black velvet slippers, for example, each stitch of the embroidered foxhead design in delicate gold thread is clearly visible. Each minute on the face of a Bullock & Jones watch can be counted, each marking on its lizard band traced.

Readers can practically feel the variations in texture in each article of merchandise--the softness of a lambskin suede cardigan, for example, the crispness of an oxford tab-collar shirt, the plushness of the fleece lining in a shearling vest, or the silkiness of the paisley trim on a wool robe.

FLATS WITH DIMENSION

As usual, Bullock & Jones uses no models for its merchandise presentation, but features beautifully styled off-figure shots, either silhouetted or squared off against a neutral background. Products are shown both singly and in merchandise assortments, grouped together in attractive spreads according to function and color, and showcased in abundant white space. Monochromatic palettes are enlivened by an additional coordinating hue.

One spread, for instance, entitled "Superb Naturals, Well-Bred Casuals in the Finest of Fibers," features a collection of comfortable weekend clothing: a tan camel's hair jacket; a crewneck sweater patterned with shades of blue, rust and amber against a deep brown background; two pairs of corduroy slacks--one in beige, the other in cognac; a light blue chambray shirt; and a pair of demi-boots in a deeper tone of cognac. Next to this coordinated clothing ensemble is a vicuna English lambskin blazer and an autumn-toned tie.

"Creatively, this book is very well put together," says a panelist. "Bullock & Jones has some of the best 'flats' in the business."

Each catalog spread also has excellent eyeflow, according to the judging panel. "Every spread has a feature item that draws you into it initially," says one judge. "Then you're able to look at all the other items without distraction. So many catalogs try to put too many products on a page. Bullock & Jones never does that."

"I can't think of one suggestion to improve the elegant and understated presentation," says another judge.

MERCHANDISE FITS THE MARKET

The merchandise assortment, too, scores high with the judges. The 44-page holiday catalog features a well-chosen array of classic, contemporary clothing and accessories for men, opting for quality over quantity. The company understands that its customers expect it to have the best merchandise, not the most.

Prices are high--\$1,195 for a mink-collar topcoat, for example, \$1,350 for a lambskin blouson, or \$1,395 for a Bradford suede jacket. Wardrobe essentials are also expensive--a button-down cotton shirt priced at \$85, a wool robe at \$350, or a glen plaid sport coat at \$795.

But, according to the judges, the high price tags are matched with high quality, and the merchandise is geared to men with incomes to support their discerning taste.

"Bullock & Jones knows its audience," says one of the judges. "The company is the leading-edge merchandiser to the upscale men's market."

"The excellent quality of the merchandise is obvious," a second judge adds.

Copy that romances the merchandise, therefore, would be superfluous. And Bullock & Jones wisely pares down its copy to the bare facts about each product, then adds just a touch of its own sophisticated style.

A camel's hair cable crewneck, for example, "is a sure-to-please classic, essential in a gentleman's casual wardrobe. Knitted in Scotland of soft, two-ply yarns. Sizes M, L, XL, XXL."

The only problem, one judge says, is that it's sometimes difficult to relate copy blocks to the merchandise, particularly when a group of products is shown together and alpha-keyed only in the corner of the photograph, not directly on the item itself.

THE NAME MEANS SERVICE

In the area of service, Bullock & Jones capitalizes on its name. As the cover notes, the company has been in business since 1853. Its longstanding tradition of satisfying customers is explained on the order form insert: "Since 1853, we've been committed to offering our customers the very finest in men's apparel from the world's top makers."

Its guarantee takes the same authoritative tone: "If, for any reason," it reads, "you or your gift recipient are not happy with a purchase, please return it (in new condition, please) within 30 days. We will exchange the item or give you full credit or a refund...."

Although judges would like to see the catalog's 800 number sprinkled more frequently throughout the book, they note that it is displayed prominently on the order form, and praise the order form itself for its simplicity and clean design--"customer friendly," as one judge puts it. There is plenty of space for each line item, and service policies, merchandise availability, delivery information, and shipping and handling costs are clearly defined. The panel also likes Bullock & Jones's extra customer service feature of offering a free gift box and card with the customer's message, and its

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invitation to "shop with confidence" by phone, mail, fax or at its retail store in San Francisco.

COVER LACKS DRAMA

The cover, however, is not completely to the judges' liking. They compliment Bullock & Jones for the eye-catching use of its distinguished logo, which runs boldly in red type from bottom to top along the left-hand side of the page. They also agree that the cover photo--a black, paisley-trimmed robe hung casually over a high-back chair, a pair of velvet slippers resting comfortably on the floor beside it, and a glass-topped table under an antique mirror on the wall behind it--is visually stunning.

"It projects elegance and quality," a judge observes, who nonetheless agrees with another judge who points out, "there isn't enough of a **holiday** feeling to it." Aside from the red logo in the foreground and one small, untied red ribbon draped loosely around an opened **gift** box in the background, "there's nothing that tells me this is a **holiday** book," according to the judge. "It isn't really special."

"The cover lacks drama and impact," another panelist adds.

They also fault the catalog slightly for its absence of institutional copy. While Bullock & Jones customers are certainly familiar with the company's image, prospects receiving the catalog might have trouble determining exactly what the company stands for or the caliber of merchandise the catalog contains, the judges comment.

Nevertheless, they agree, Bullock & Jones, as in years past, is definitely worthy of honors in this category. As one judge sums up, "Bullock & Jones owns this market, as far as I'm concerned."

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COMPANY NAMES:

Bullock & Jones (DUNS:02-506-5012)

GEOGRAPHIC NAMES: US

DESCRIPTORS: Catalogs; **Mail order** houses; Case studies; Awards;
Characteristics; Clothing

CLASSIFICATION CODES: 9190 (CN=United States); 9110 (CN=Company specific);
8303 (CN=Wholesale industry)